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Information Explosion and the 21st Century Youth: Prospects and Challenges

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Information Explosion and the 21st Century Youth

Prospects and Challenges

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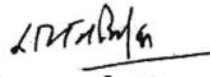
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सन्देश

मुझे यह जानकर अत्यन्त प्रसन्नता हुई कि कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर, गौतमबुद्धनगर द्वारा 21 जनवरी, 2019 को 'सूचना विस्फोट एवं 21वीं शताब्दी का युवा वर्ग : सम्भावनाएं एवं चुनौतियाँ' विषयक राष्ट्रीय सेमिनार का आयोजन किया जा रहा है।

सूचना एवं प्रौद्योगिकी के विकास से विश्व सिमटता जा रहा है। सूचना का प्रसार जहाँ तकनीक के प्रयोग से आसान हुआ है, वहीं इसके समक्ष चुनौतियाँ भी बढ़ी हैं। हमारा देश विश्व का सबसे युवा देश होने की ओर बढ़ रहा है। युवा वर्ग को उचित मार्गदर्शन देने की आवश्यकता है। मुझे आशा है कि राष्ट्रीय सेमिनार में प्रतिभाग करने वाले शिक्षक एवं विशेषज्ञों के विचार-विमर्श से सकारात्मक निष्कर्ष आयेंगे, जो युवा पीढ़ी के मार्ग दर्शन में सहायक सिद्ध होंगे।

सेमिनार के सफल आयोजन के लिए मैं अपनी हार्दिक शुभकामनाएं प्रेषित करता हूँ।


(राम नाईक)



डॉ० दिनेश शर्मा



उप मुख्यमंत्री
उत्तर प्रदेश

99-100, विधान भवन,
लखनऊ

दिनांक: 10.01.2019



सन्देश

यह हर्ष का विषय है कि कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर, गौतमबुद्धनगर द्वारा "सूचना विस्फोट एवं 21वीं शताब्दी का युवा वर्ग: सम्भावनाएं एवं चुनौतियाँ" विषय पर उच्च शिक्षा विभाग, उ०प्र० द्वारा अनुदानित एक दिवसीय राष्ट्रीय सेमिनार का आयोजन दिनांक: 21 जनवरी, 2019 को किया जा रहा है। इस अवसर पर उक्त सेमिनार की कार्यवाही रिपोर्ट भी प्रकाशित की जायेगी।

कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय द्वारा इस प्रकार के समसामयिक विषयों पर सेमिनार आयोजित करना निश्चित ही सराहनीय कार्य है, जिससे 21वीं शताब्दी के युवा वर्ग जागरूक होंगे। मुझे आशा ही नहीं बल्कि पूर्ण विश्वास है कि उक्त कार्यवाही रिपोर्ट के प्रकाशन से शिक्षकों, विद्यार्थियों तथा समाज के प्रबुद्ध लोगों को मार्गदर्शन प्राप्त होगा।

कार्यक्रम की सफलता तथा कार्यवाही रिपोर्ट के सफल प्रकाशन के लिये मेरी हार्दिक शुभकामनायें।

भवदीय,

(डॉ० दिनेश शर्मा)

प्राचार्य,
कु० मायावती राजकीय महिला
स्नातकोत्तर महाविद्यालय,
बादलपुर, गौतमबुद्धनगर।

डा० प्रीति गौतम
निदेशक, उच्च शिक्षा



उच्च शिक्षा निदेशालय, उ०प्र०,
प्रयागराज ।

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संदेश

मुझे यह जानकर अत्यन्त हर्ष हो रहा है कि कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर (गौतमबुद्धनगर) द्वारा दिनांक 21 जनवरी, 2019 को "सूचना विस्फोट एवं 21 वीं शताब्दी का युवा वर्ग : संभावनाएँ एवं चुनौतियाँ" ("**Information Explosion and the 21st Century Youth: Prospects and Challenges**") विषयक राष्ट्रीय संगोष्ठी का आयोजन किया जा रहा है, जिसमें विभिन्न विश्वविद्यालयों/ महाविद्यालयों के विद्वानों व शोधार्थियों द्वारा उक्त विषय पर गहन चिन्तन व परिचर्चा होगी। मुझे आशा है कि 21 वीं शदी में बढ़ते सूचना तकनीक से युवाओं पर होने वाले प्रभावों एवं रोजगार के आयानों पर परिचर्चा भी होगी, जिससे छात्राओं एवं शोधार्थियों को प्रेरणा मिलेगी।

इस राष्ट्रीय सेमिनार के सफल आयोजन हेतु आयोजकों, प्रतिभागियों तथा सम्मानित बुद्धिजीवियों को मेरी ओर से बधाई एवं सफलता के लिए हार्दिक शुभकामनाएँ।

Maulavi

डा०(प्रीति गौतम)

प्राचार्य,
कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय,
बादलपुर (गौतमबुद्धनगर)।



शुभकामना संदेश

मुझे यह जानकर अति प्रसन्नता है कि कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय बादलपुर (गौतमबुद्धनगर) द्वारा आज के ज्वलंत विषय "सूचना विस्फोट एवं 21 वीं शताब्दी का युवा वर्ग : सम्भावनाएँ एवं चुनौतियाँ" पर एक दिवसीय राष्ट्रीय सेमिनार का आयोजन किया जा रहा है ।

मैं सेमिनार के सफल आयोजन हेतु अपनी हार्दिक शुभकामनायें देती हूँ ।

दिनांक: 26/12/2010

मधु जोशी

(मधु जोशी)

विशेष सचिव, उच्च शिक्षा,
उ०प्र० शासन ।



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कुलपति



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‘सन्देश’

यह जानकर अत्यन्त प्रसन्नता हुई कि कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर (गौतमबुद्धनगर) द्वारा “सूचना विस्फोट एवं 21वीं शताब्दी का युवा वर्ग: सम्भावनाएँ एवं चुनौतियाँ” विषय पर एक दिवसीय राष्ट्रीय संगोष्ठी का आयोजन किया जा रहा है।

मैं महाविद्यालय के प्राचार्य, शिक्षकों, कर्मचारियों और छात्र-छात्राओं को इस अवसर पर शुभकामनाएँ देता हूँ और आशा करता हूँ कि संगोष्ठी में आमंत्रित प्रतिभागियों के विचार-विमर्श से इस महत्वपूर्ण विषय पर शोध के नये आयाम उदय होंगे।

नरेन्द्र तनेजा
(एन० के० तनेजा)

डॉ० दिव्या नाथ
प्राचार्य,
कु० मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय,
बादलपुर (गौतमबुद्धनगर)।

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प्राचार्या की कलम से

आज का युग सूचना का युग है। सूचनाओं की अधिकता जहाँ एक ओर शक्ति का स्रोत बन सकती है, वही दूसरी ओर इसका गलत उपयोग समाज एवं विश्व के लिए खतरनाक साबित हो सकता है। आज की युवा पीढ़ी के लिए इस तथ्य का बोध होना अति आवश्यक है, क्योंकि इससे जुड़ी सम्भावनाओं को समझकर, उसका लाभ उठाना तथा चुनौतियों का सामना कर दिग्भ्रमित होने से बचना, दोनों समान रूप से महत्वपूर्ण है।

मैं महाविद्यालय के गृहविज्ञान विभाग द्वारा इस प्रासंगिक विषय “सूचना विस्फोट एवं 21वीं शताब्दी का युवा - सम्भावनाएँ एवं चुनौतियाँ” पर आयोजित एक दिवसीय राष्ट्रीय सेमिनार की सफलता की कामना करती हूँ तथा इस अवसर पर प्राप्त शोध-पत्रों के संकलन को कार्यवाही रिपोर्ट के रूप में प्रकाशित किये जाने पर हार्दिक शुभकामनाएँ देते हुए यह आशा करती हूँ कि सेमिनार में किए गये विचार मंथन में उत्पन्न तथ्य युवा वर्ग को एक नई दिशा प्रदान करेंगे, जो कि उन्हें लक्ष्योन्मुखी बनाने के साथ-साथ, स्वयं उनकी तथा समाज एवं राष्ट्र की प्रगति में सहायक होंगे।

डॉ० दिव्या नाथ
प्राचार्य



आयोजन सचिव की कलम से

सूचना और ज्ञान के विस्फोट ने मानव के सामने असीम सम्भावनाओं के द्वार खोल दिए हैं। प्रकृति का कोई भी रहस्य, कोई भी ज्ञान आज युवाओं के लिए अछूता नहीं है। पल भर में एक बटन दबाते ही सूचनाओं का लावा उनके सम्मुख बहने लगता है। सूचना और ज्ञान की अतिशयता ने उसे पृथ्वी तक सीमित नहीं रखा है। उनके पास विकल्प की अनंतता है तथा प्रगति और विकास के लिए खुला आसमान है।

किन्तु दूसरे पक्ष में इस असीमित सूचनाओं की आंधी में 21वीं सदी के युवा वर्ग के सम्मुख किंकर्तव्य विमूढ़ता की स्थिति उत्पन्न हो गई है। असीम को पाने की लालसा ने उनके अन्दर अंतहीन प्रतिस्पर्धा को जन्म दे दिया है। लक्ष्यहीन प्रगति की यह अन्तहीन प्रतिस्पर्धा, युवा वर्ग के अन्दर सही और गलत का भेद समाप्त करती जा रही है। यह सूचना विस्फोट का स्याहपक्ष है। समय के पहले सब कुछ जान लेने और पा लेने की उत्कृष्ट अभिलाषा ने युवाओं में नैतिक मूल्यों का क्षरण करना प्रारम्भ कर दिया है। उनमें सह-अनुभूति, सह-अस्तित्व एवं समन्वय का भाव तिरोहित होता जा रहा है। ज्ञान का अर्जन आदर्शों से ना जुड़कर मशीनी प्रक्रिया बनती जा रही है। सूचना एवं ज्ञान की आंधी युवाओं में मानवीय पक्ष का ह्रास कर रही है। पल भर में ही विश्व के समस्त ज्ञान को मुट्ठी में कर लेने वाले सूचना विस्फोट ने निःसन्देह मनुष्य को पृथ्वी से उठाकर आसमान पर पहुँचा दिया है तथा हमारे जीवन स्तर एवं मानव अधिकारों, आर्थिक एवं सामाजिक क्षेत्रों में जीवन को उन्नत बनाने में महत्वपूर्ण योगदान दिया है किन्तु यह सब तभी सार्थक हो सकता है, जब विकास की इस यात्रा में जीवन मूल्यों को उपेक्षित ना कर दिया जाए, क्योंकि जिस प्रकार मर्ज को दूर करने वाले अत्याधुनिक संसाधनों की क्या उपयोगिता, जब हमारे पास मरीज का दर्द महसूस करने वाला दिल ही ना हो, उसी प्रकार अथाह ज्ञान और प्रगति की पराकाष्ठा का क्या औचित्य जिसमें मानव जीवन सरल तो हो पर सहज नहीं, सुविधा तो हो पर सुकून नहीं, साधन तो हो पर सुख नहीं।

अतः सूचना विस्फोट के सकारात्मक एवं नकारात्मक दोनों पक्ष हैं। आवश्यक यह है कि आज का युवावर्ग सूचनाओं की आंधी में बहकर, अपनी विवेक शक्ति को विलुप्त ना होने दें तथा अनन्त सम्भावनाओं में अवनति का नहीं उन्नति का मार्ग चयन कर सकारात्मक एवं सन्तुलित व्यक्तित्व के धारक बनें।

संगोष्ठी के खुले मंच के माध्यम से उत्पन्न विचार आंदोलन निःसन्देह आज की युवापीढ़ी का मार्ग प्रशस्त करने में महत्वपूर्ण सिद्ध होंगे। इस दृढ़ विश्वास के साथ संगोष्ठी का श्रीगणेश किया जा रहा है। हमारा ज्ञान, हमारा अध्ययन हमारे व्यक्तित्व में तेजस्विता उत्पन्न करें। (ॐ तेजस्विनावधीत मस्तु) इस शुभसंकल्प के साथ

डॉ० दीप्ति वाजपेयी
आयोजन सचिव



Message

It is a matter of great pleasure and applause that Km. Mayawati Govt. Girls Post Graduate College, Badalpur, G.B. Nagar is going to organize and conduct a National Seminar on Information Explosion and 21st Century Youth: Prospects and Challenges, which is sponsored by Department of Higher Education, Uttar Pradesh. Faculty of Home Science, Sanskrit and Physical Education have left no stone unturned to make this seminar constructive for scholars, academicians as well as researchers.

A good teacher becomes a great teacher by crossing the boundaries of assigned duty and textbooks. To implement this axiom one must uphill the mountainous task of education with the ladders of seminars and workshops in this ever expanding world of technology and communication. If you are acquainted with the latest information and latest mode of communication, you can, definitely, acclimatize and cope up with the unforeseen needs, problems and demands of learning segments. In today's scenario the society is keen to learn the latest trends going on in the field of ICT. Analysis of interaction and interpretation is very important over here because their result is having reciprocal effect which may reinforce each other in both, positive and negative ways. Change in behavior, perspective values, competencies, social and psychological aspects etc. are all human concern. It means that we need to critically reflect on how behavior values are influenced, shaped and directed by use of information explosion and, thus, are being extended to this human and social condition of mankind. With this I am pretty sure that all the discussion, paper presented would have benefitted the students, scholars and common men of the society. I hope by this seminar students, scholars and researchers could get enlightened with the latest trends of ICT. All the best for upcoming events.

Dr. Satyant Kumar
Organizing Secretary



Editorial

It gives me immense pleasure to welcome you all in National Seminar to be organized by Km. Mayawati Government Girls P.G. College, Badalpur, Gautam Budh Nagar on 21st Jan 2019. The Title of the seminar is *“Information Explosion and the 21st Century Youth: Prospects and Challenges”*. Information explosion can be characterized as the fast increment in the measure of distributed information. The seminar aims at discussing its associated factors and their implications with reference to the young people. The seminar is truly a multi-disciplinary event where a large number of delegates can share their thoughts on a common platform. The response from the academic community has been enthusiastic, with almost more than 100 submissions received. Each paper has been carefully reviewed to ensure research quality. The acceptance rate of the conference is 50% only. The overwhelming response to our Call for Papers confirms that the National Seminar has become an excellent forum where the deliberations would churn out new ideas and suggestions for the improvement of use of available Information especially with reference to youth.

The program has been structured to favor interactions amongst delegates coming from many diverse horizons, scientifically, geographically, from academia and from industry. The conference will therefore be a unique event, where attendees will be able to appreciate the latest results in their field of expertise and will acquire knowledge in other fields.

I wish to extend my sincere thanks to Dr. Preeti Gautam, our Honorable Director, Higher Education, U.P., Dr. Divya Nath, Principal of our college and the advisory board for their kind guidance and support during the whole process of seminar. I wish to thank Dr. Deepti Bajpai and Dr. Satyant Kumar, the organizing secretaries and program committee members for their enthusiasm, commitment,

dedication and hard work in organizing and managing every aspect of the seminar. I am deeply indebted to reviewers for their time and professional opinions on the submissions for publication. I understand that many reviewers sacrificed their valuable time in order to meet the deadline. I am thankful to the students who graciously contributed their time to fill in as needed.

I hope that the papers published in this proceeding of the seminar will be helpful to find the new innovative areas on Information explosion and its different aspects. I heartily seek that the delegates may find this seminar resourceful and will enjoy attending it at beautiful lush green campus of the college. The success of the seminar goes to the contributors and delegates who have worked hard and submitted the latest developments in their respective fields. I hope that this National Seminar will be a very rewarding experience for all attendees.

Dr. Shivani Verma



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A Revolution in Education and Research through Information and Communication Technology Causes And Implications

Shivani Verma (1)

Pradeep Tomar (2)

ABSTRACT

The magnitude of information is available to human being on a daily basis but in our opinion the information explosion is largely going unchecked and our society is being given helpful and quickly accessible knowledge, but at the same time drowned in false and harmful lies. The eruption of readily accessible information has led to increase productivity through the sharing of ideas in education and research. In this paper, we will talk about the information explosion in research and education with its causes and implications and how it is changing to meet the demands of today's sudden increase of information technology. Both the useful and harmful effects of overloaded information have been discussed in the present paper and the results and discussions reveals that the mindful use of available information can lead to the right direction in the field of research and education.

INTRODUCTION

Information explosion is a term used to portray the quickly expanding measure of distributed information and the impacts of this bounty of information. As the measure of accessible information develops, dealing with the information turns out to be increasingly troublesome, which can prompt information overburden. Information over-burden alludes to the condition of having excessively information to settle on a choice or stay educated about a point. It is regularly alluded to related to different types of PC interceded correspondence, for example, email and the web. The term was begat in 1970 by Alvin Toffler in his book Future Shock. The general causes of information overload include: A rapid increase in the production rate of new information, the ease of duplication and transmission of information across the Internet, an increase in the available channels of incoming information (e.g. telephone, e-mail, instant messaging), large amounts of historical information, contradictions and inaccuracies in available information, a low signal-to-noise ratio (informally, the ratio of useful information to false or irrelevant information) and a lack of a method for comparing and processing different kinds of information.

Information and Communication explosion as spoken to by the web is that people and associations can distribute information on the web without essentially following the rigors of book distributing editorship, oversight and afterward showcasing. For instance, an individual can make a blog of his or her own. Regularly the blog isn't limited to individual information, closely-held conviction or expert productions could be transferred to one's blog. Besides, guests to the web are likewise at freedom to add to postings on the blog. Accordingly, the posting and commitments progress toward becoming information to others as it were. A portion of the prominent stages with the expectation of complimentary distributing or articulation of assessment incorporate Wikis and some informal organizations site like facebook, twitter, linkedIn among others. It is on the grounds that suppositions communicated in such stages are not altered that makes scholastic analysts to be careful about them.

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As per McIroy (2009), Internet Movie informationbase show one million, four hundred and seventy-two thousand and fourteen (1,472,014) film/preparations and three million, one hundred and twenty-eight thousand, two hundred and sixty-two (3,128,262) names of individuals who took a shot at the creations recorded. Technocrati, a web search tool for websites revealed that it recorded one hundred and thirty-three million (133,000,000) blog section since 2002. As indicated by Technorati there were seventy million Servers in August, 2005, which expanded to one hundred and thirty-five million by September, 2007. Web journals then again copies like clockwork. In 2008 New York Times detailed that a normal specialist in the United States of America visits 40 sites for each day. Experience has likewise demonstrated that regardless of the web crawler utilized particularly the general ones like Google or Yahoo.com, results are typically copied or multiplied. The inquiry would then be able to be asked do we truly have information explosion or information over-stack? May be what we have is Information Multiplication

INFORMATION EXPLOSION

Information can be broadly defined as any pattern that can be recognized by some system (e.g., a living organism, an electronic system or a mechanical device) and/or that can influence the formation or transformation of other patterns. In context of this assignment, information refers to “knowledge communicated or received concerning a particular fact or circumstances”. Explosion as defined by the Audio English online dictionary is a “sudden increase”. Therefore, by definition, information explosion can be viewed, as, a sudden increase of knowledge communicated or received concerning a particular fact or circumstances. It is information explosion that leads to information overload.

Information explosion could basically be characterized as the fast increment in the measure of distributed information. It is a circumstance in which information is copiously accessible or excess of information. Information explosion has been additionally clarified as a circumstance in which clients and anagers of information are overpowered with accessible information Wilson (2001) calls this information over-burden and proceeded to distinguish two sorts of over-burden in particular personal overload and organizational overload.

Individual overload which seems intellectual is characterized as “An observation by an individual (onlooker) that the information related with errands is more prominent than can be overseen viably” and that such over-burden can make a level of worry for which viable adapting methodologies are important. Authoritative over-burden then again is “A situation in which the extent perceived individual information overload is sufficiently widespread within an organization as to reduce the overall effectiveness of management operations” (Wilson 2002).

As indicated by the Rudds’ article titled The Impact of Information Explosion on Library Users: Over-burden or Opportunity, ‘The term information explosion ought to be utilized just to depict an outrageous increment in the supply of information to clients.’ (Rudd and Rudd, 1986). In the most recent decade we have seen an outrageous increment in information prepared for utilization on simply the Internet alone. In less than .30 seconds Google can recover more than 900,000 outcomes for the word aardvark. Over 10 years prior in the event that somebody needed to think about aardvarks they would need to make an excursion to the library, a social focus, or a zoo. It would take them weeks, if not months to gather such a rundown. Also, a portion of that information wouldn’t exist, presently they can watch a video from their PC what’s more, lead inside and out research while never leaving home. There’s even an expansion in selfpublishing organizations bringing down their rates so anybody and everybody can compose a book and have it distributed. Also the regularly developing prevalence of the electronic books, or digital books. It is sensible to state that the information increment has been from computerized innovation.

With fast improvement of computerized information innovation and the Internet, people or bunches capacity to make and disperse information in an un-interceded way, to independently publish

has detonated. The capacity to make and share information and learning is actually at our finger tips. (Branin, 2009) The information explosion is in a way an endless circle, the more information there is out there, the more individuals will be profitable and make information prodding more information to be scattered.

Etsua-Mensah (1999) clarifies that there is information over-burden since increasingly more information is distributed each year and this makes issue for the two clients and directors of information. As indicated by Wilson, the situation of inexhaustible or excess of information could be followed to the seventeenth and nineteenth century when information turned into an essential contribution to any human action. In perspective of the need to send information compactly the American Military during the Second World War turned to utilization of pictures through which a great deal of information could be sent at once with short notes than long exposition. It was this methodology that brought visuals into the information bundling framework and when sound was likewise presented the information framework experts were alluded to as various media administrator, media bookkeeper and so forth.

Exponential accessibility of information in type of books, diary papers, patent books, dim writing picked up unmistakable quality in perspective of enhanced distributing offices. Besides, the arrival of German Secrets by America after the Second World War prompted the development of information science regarding coding and safeguarding. As per Wilson (2002), Price, another supporter of the issue of Information Explosion sets that there is exponential development of logical diaries as well as abstracting which establish a decent arrangement of information accessible to logical scientists. The acquaintance of modified works is with empower specialists have exact and snappy learning of substance of articles as opposed to investing energy to peruse an entire substance.

Hjorland (2006) while perceiving the way that there is a ton of information explosion inferred that what's going on is really production or paper explosion described by more pages of expert diaries and books, which are extending exponentially. This, as per Hjorland could be credited to distribute or die condition among scholastics and specialists as the hidden reason for purported "Information Explosion ". It was additionally trusted that expert and research papers wind up old quick to such an extent that in ten years not the same number of distributed papers could be valuable or applicable particularly in the sciences.

Mcroy (2009) while examining the effect of information on the future distributing in a reference to Bowker, a US based distributing organization saw that in 2004, three hundred and seventy-five (375) new titles and versions of books were discharged in English. In 2008, five hundred and sixty thousand, six hundred and twenty-six (560,626) titles were distributed in the United States of America alone.

INFORMATION EXPLOSION IN RESEARCH

The information available through internet, media, publications etc. undoubtedly helps in the research processes when used in the correct direction. If this information is available in plenty, the researcher can get confused and sometimes irrelevant results come out which decreases the quality of research. The explosion of information accessible via the social media can affect the implementation of a research protocol negatively or positively. Relevant and irrelevant information are available on the internet that may also be challenging to manage when developing a research protocol. This implies that all information and information need to be scrutinized in order to get accurate information required to develop any research protocol. When a protocol is developed using unverified information, the potentials for challenges during its implementation is possible. So there is the possibility of challenges with use of research outcomes. We advise that stakeholders work more with librarians and information scientists' reason to enable them use the boolean logic to identify the authenticity of the sources of information to be used for protocol development. Thus, a mindful use of available information acts as an asset to researcher which leads to the accurate results of the research.

INFORMATION EXPLOSION IN EDUCATION

Unfortunately, education has not kept pace with the information explosion. We believe that the limiting factor in learning is the student's native intelligence. We think that over the years, we have reached the limit of speed with which an individual can learn new things - not just information but also processes, viewpoints, and understandings. A great deal of educational water has flowed under the bridge since a school was a student on one end of a log and a teacher at the other end of the log discussing ideal governments, the properties of triangles, and the principles of logic. A lot of well-meaning politicians, and some not so well-meaning, have developed schools to their present state, and made them adequate for the late nineteenth and the early twentieth centuries.

The education planners should be taking into account the fact that skill developing digital tools are becoming abundant and cheaper by the day and further a large number of software and computational tools with operating instructions are available free of costs to an extent that learning groups can develop interacting groups across differential reaches to accelerate exchange of ideas in all disciplines and have access to excellence that may be buried beyond their reach otherwise. This would hone their curiosity, sharpen and reshape their aptitude of problem discovery and solution solving and make them analytical multidimensionally and capacity to think out of box. There would be solutions to move from non-productive use to productive use and add to economic values of the society as whole.

CAUSES OF INFORMATION EXPLOSION

In the year 1440 Johann Gutenberg's innovation of the versatile sort presses, made the modest mass-printing of books conceivable (Bellis). This leap forward in printing, would now prompt numerous organizations and laypeople be printing much more than previously. Every one of these prints would now surge the market, adding to Information explosion. Gutenberg's mediation was not the finish of the advancement of printers but rather the world saw more intercessions of printers with more noteworthy capacities. Bellis (noticed that in 1891 printing presses had the ability to print and overlap 90,000 4-page papers 60 minutes. This implied with the improvement in printer people require not hold up extend periods of time to get a print. Bellis featured that:

In 1938, Chester Carlson developed a dry printing process called electro photography normally called a Xerox. In 1953, Remington-Rand built up the principal fast printer for use on the Univac PC. The first laser printer called EARS was created at the Xerox Palo Alto Research Center start in 1969 and finished in November, 1971. In 1992, Hewlett-Packard discharged the mainstream LaserJet 4, the initial 600 by 600 specks for every inch goals laser printer. The IBM 3800 Printing System was the business' first fast, laser printer, that worked at velocities of in excess of 100 impressions-per-minute. It was the main printer to consolidate laser innovation and electro photography as indicated by IBM.

The suggestion for the information showcase is that beyond what we can process as beneficiaries are been delivered. As indicated by Bellis in 1976, the inkjet printer was concocted, however it took until 1988 for the inkjet to wind up a home shopper thing at a moving cost of US \$1000. In spite of the fact that the printer was costly, its accessibility for home use implied home printing would now penetrate the effectively detonated information "field".

Also, the developments of proficiency among the working classes in the seventeenth and eighteenth hundreds of years (Age of Reasoning and Enlightenment) lead to the need and openness of information. Amid these times, the rich were by all account not the only ones aware of information yet all classes of individuals. People presently desired for information in order to expand their insight. On account of printers and its progression, another sort of awareness was conceived called book cognizance (Szabo, 2007). Attributable to the printing of books for each everyday issue, for example, military, legislative issues, school, business, way of life, religion, just to give some examples; the education levels overall developed. The more the education level developed the more information was made, even before the ones that existed were obsolete. Szabo (2007) expressed that the proof of the;

Ascent of book cognizance was the extreme enhancement in how cases were accounted for in

the English lawful framework by the late sixteenth century. Out of the blue, cases and rules were generally and precisely referred to. This mirrored the way that judges, advocates, lawyers, and even a portion of the gatherings had out of the blue printed books of rules and cases readily available.

The “Period of Reasoning and Enlightenment” evoked a powerful urge for information, which led to a mass multiplication of writing that was disseminated around the world. These ages overflowed into the information age, which began “in the last quarter of the twentieth century when information turned out to be effortlessly open through productions and through the control of information by PCs and PC systems”.

Thirdly, the expanding connection among information and the focused monetary favorable circumstances of countries considered information explosion. As per information age began amid a period starting around 1975 and is portrayed by the social occasion and relatively prompt transmission of huge measures of information and by the ascent of information based enterprises. Information is purchased and sold and in this manner it must be put away to protection and also for quick exchange. What exists on account of the need to store, is the advancement of new and bigger stockpiling gadgets, which keeps information from being crushed. In this manner information businesses never again need to dispose of old information however they can continue adding which in the long run prompts information explosion. Information explosion in this state, will move toward becoming information overburden when it is being gotten to, because of the huge add up to be processed by the individual getting to them. “Because of the financial aspects of innovation, organizations can gather and store information on about each communication with their customers, providers and inner activities. Truth be told, as per a 2001 report from Forrester Research Inc., Global 3500 undertakings spent, overall, \$664,000 yearly on information base frameworks” (Bradley, 2004).

At long last, the approach of Information and Communication Technology (ICT) supported information explosion fundamentally. Gordon Moore, who later went on to help establish Intel, characterized what’s presently known as “Moore’s Law” in 1964, which states, generally, that PC processing power duplicates at regular intervals at a settled expense. Therefore, we can without much of a stretch buy PCs today with processing power that predominated the machines accessible even five years prior. The impact of this figuring “law” and new stockpiling financial aspects is that the methods for amassing information and putting away it far overwhelm an organization’s ability to process, filter through, break down and use information (Bradley, 2004).

This outcome in us having the capacity to purchase rapid PCs with more storage room at low costs. Bradley (2004) noticed, that “the measure of PC stockpiling that can be purchased for a settled cost duplicates around like clockwork. Dutta (2011) sets that the advances in information processing innovation have colossal expanded the creation, stockpiling and stream of information. The world created right around 800 MB of recorded information per individual every year in 2003 (Dutta, 2011). By 2009, the measure of computerized information grew 62 percent more than 2008 to 800 billion gigabytes or 0.8 Zettabytes (Dutta 2011). In 2002 there were 5 exabytes of information put away on PCs which is proportional to 37 libraries of congress and this has developed to 161 exabytes in 2006 (Baron and Losey, 2010).

Innovation has made the straightforward entry to information conceivable by messages, content informing, interpersonal organizations (twitter, confront book, myspace). Messages are utilized each day for private and open use in the sharing of information. The web is the basic place for sharing information since it is practical and available. Innovation has developed how information is gotten to, shared and put away making information explosion unavoidable.

IMPLICATION OF INFORMATION EXPLOSION

The obvious implication of information explosion is that there is excessively of information flying around be it in the financial part, science and innovation segment, modern division or training area. For unwinding and socialization information possesses large amounts of the different media

either in distributed book or on the web. There is accordingly the test of defying the hazard of information explosion. There are two ways to deal with this to be specific -

- » Improving methodology of seeking information and information and transforming them to knowledge and wisdom and
- » Mechanised way of filtering information collected so as to separate information that only distract.

Before examining the place of learning supervisors, it may be important to show a few fallouts of information explosion. As prior expressed, information over-burden could prompt unpleasant circumstance for directors and clients of information. Elson (1999) concisely thought of the following as fallouts of information explosion.

- » Despite accessibility of expansive amount of information, one is by all accounts knowing less in light of the fact that the quantum of what is know is inconsequential to accessible information.
- » Too much information prompts cerebrum stop or exhaustion. What's more, the reaction to this could even be information shirking. Doing this could likewise influence a client to free to or miss significant information.
- » Information explosion or over-burden could likewise prompt information addictions in which the desire to get more information could prompt over reliance on sources, for example, the web. The impact of habit is drop in efficiency which could prompt spamming in which associations limit the sort of information those representatives could approach with authority hardware and office.
- » Shorter ability to focus
- » Long-run thinking stops in light of the fact that practically all information required is accessible in huge amount for a client to choose from and from changed sources.
- » With torrential slide of information accessible particularly the uncensored ones there could be information tainting which could prompt wrong basic leadership and genuine missteps.
- » Information explosion additionally makes one think about the past and quick future without satisfactory thoughtfulness regarding the present.

So as to go up against the problem of personal information overload. Elson further suggests the following -

- » Take standard information break by observing correspondence offices, for example, Cell-telephone, Fax, Personal Computers, TV, paper, Internet and even email. On the off chance that essential gadgets could be killed while spams could be actuated for messages to decrease being immersed with pointless information.
- » Call in specialists to filter the corn from the pole i.e. learning chiefs to distinguish significant information.
- » Serious self-examination of what is correct what's up and what information is required hence.
- » Learn what others are doing effectively to diminish information wave. Watch chosen programs on TV.
- » Write shorter and exact notices in your office and urge others to do likewise.
- » Invent individual answers for information downpour and in the event that it works for you share it with others.

CONCLUSION

In conclusion, the information explosion has been brought about by leaps and bounds of technology. Masses of information are available at your fingertips. This surge of knowledge has lead to information overload in information seekers. The information processing systems are exhibiting the signs of overload, through confusion, tuning out information, decreasing the quantity and/or quality of information, and in some rare cases shutting down completely. ICT further played down the place of physical structure as exemplified by conventional information repository as particular information focuses can deal with explicit gatherings without tremendous structures. As new technology comes

available the information explosion will gain more momentum, which is going to cause more information seekers to become overloaded, unless information skills are brought back into the information seeking process.

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Information Communication Technology & Cultural Heritage

Asha Rani

ABSTRACT

This paper studies whether and how information and communication technology (ICT) changes self-construal and cultural values in a developing country. Information communication technology is changing the speed and formats with which cultural elements are distributed. Although the word globalization and development of ICT was not coined until the second half of the twentieth century, the origin of globalization has been traced back to the period between 1450-1500 AD. A period referred to as the mercantilist period and characterized by the development of trade in the quest for commercial empires to broaden their markets. Since then, propelled by incredible advancements in transportation and information technology, globalization has practically shrank the world to one global village. Initially, globalization was seen as an economic phenomenon and in fact, some economists still define it from a purely economic perspective.

Information communication technology is changing the speed and formats with which cultural elements are distributed. Although the word globalization and development of ICT was not coined until the second half of the twentieth century, the origin of globalization has been traced back to the period between 1450-1500 AD. A period referred to as the mercantilist period and characterized by the development of trade in the quest for commercial empires to broaden their markets. Since then, propelled by incredible advancements in transportation and information technology, globalization has practically shrank the world to one global village. Initially, globalization was seen as an economic phenomenon and in fact, some economists still define it from a purely economic perspective.

Information communication technology

The advent of ICT has forced libraries and librarians to operate with such concepts and phrases like information society, digitization, computer or information explosion, globalization, cyberspace and information superhighway. These technologies have forced the developed world to operate in a context of change which automatically affects the ways our cultural heritage are documented, preserved and practiced. It has brought the culture, folklore and heritage of western countries into our doorsteps, reading tables, desktop or laptop with just a press of the computer key board or a click of mouse.

Culture

Culture is the totality of learned, socially transmitted customs, knowledge, material objects and behaviour. It includes the ideas, value, customs and artifacts of a group of people (Schaefer, 2002). Culture is a pattern of human activities and the symbols that give these activities significance. It is what people eat, how they dress, beliefs they hold and activities they engage in. It is the totality of the way of life evolved by a people in their attempts to meet the challenges of living in their environment, which gives order and meaning to their social, political, economic, aesthetic and religious norms and modes of organization thus distinguishing people from their neighbours. To be removed from one's culture is to be deprived of one's identity. To lose one's identity is to be tossed in the wind fluttering along like a leaf separated from its tree." Secondly, culture is considered to be very important in ensuring the survival and development of a community.

Anyone that loses his cultural or linguistic legacy is bound to expire. Culture plays a critical role in ensuring continuity in any given society by helping to transmit values, beliefs, rituals, etc from

one generation to the other. Since culture usually evolves as human beings attempt to meet the challenges of living in their environment. One important fact to bear in mind about the nature of culture is that it is dynamic and therefore is subject to change. Since culture evolves as a result of the efforts of human beings to adapt to their environment, it is to be expected that as the environment changes, culture will also change.

Moreover, culture is a human thing and as the human spirits become more evolved, their perception of their environment and of right and wrong changes and these ultimately reflect in the changes in their culture. An aspect of the nature of culture that is hotly debated is that of the equality or otherwise of culture. There is a school of thought that believes that although cultures differ, they should all be considered to be equal.

2. Cultural Heritage

In The Hague Convention, cultural heritage was measured as assets and come out as an entity of protection for the nation. According to World Heritage Convention, cultural heritage still relates to immovable assets, such as monuments, sites and cultural countryside. "The Convention for the Safeguarding of Intangible Cultural Heritage" separated the intangible cultural heritage from the tangible cultural heritage. Today CH area has been developed into an explicit, specialist and interdisciplinary research subject. CH is repeatedly described as artifacts, places, custom, celebration and ritual practices that compose with history.

Nowadays, cultural heritage studies are becoming more focus mainly because of public interest. CH provides a link to past and present, thus it is a prime key of any community for its identify. Cultural heritage has to be valued as it is a key attribute of the landscape, forming a vital component for sustainable planning. Different types of approaches to be employed to preserve cultural CH without harming communities. Tourists from foreign or national want more to discover and experience a diverse variety of cultural heritage, such as monuments, old buildings, arts, festivals, etc. CH is broadly divided into tangible and intangible forms.

2.1 Tangible

Tangible Cultural Heritage (TCH) refers to physical entities, artifacts that can be physically experience and store. TCH can be further divided into two types.

(i) Immovable Tangible Cultural Heritage

consists of monuments, sculptures, buildings, cave, inscriptions and city centers, archaeological, ethnological, historical and underwater sites, cultural landscapes, geographic spot, natural wealth, wildlife, domestic birds and animals, activity and aesthetic values.

(ii) Movable Tangible Cultural Heritage

Consists of artifacts such as sculptures, paintings, collections and objects; media such as audio, video, music, books, plays and consumer and manufacturing goods. TCH presents a solid basis for historical studies, authenticate memories and it is vital for validating to the past and providing proof in the history. Preserving TCH reveals our identity different from other communities.

2.2 Intangible

Intangible Cultural Heritage (ICH) is very delicate and vital in sustaining cultural diversity in the fast changing modern era. ICH consists of art expressions, drama, acting, literature, language, martial arts, livelihood cultures, food habits, traditional practices, folktale, folksong, folklore, folkdance, oral records, etc. ICH aids in intercultural discourse, promote shared respect among different communities. The most important element of ICH is the transmission of tacit skills that is being precedent down from generation to generation. This transmission is very important to sustain the traditional wealth of a minority group so that it strengthens and keeps CH alive, now several ICH are exposed to danger of vanishing, endangered by globalization, homogenization, lack of understanding form government and people, lack of support for preservation, etc.

To protect ICH, youngsters should learn from elders, perform those rituals frequently and

transmit knowledge and skills to the next generation. When ICH is not preserved and transmitted to the next generation it will vanish with the passage of time and will be lost forever. Safeguarding ICH is vital, its process should include identifying, classifying and documenting the traditional cultural heritage; identifying and celebrating festivals; promoting and supporting the sharing of ICH skills and knowledge and researching ICH for community progress (UNESCO, 2009).

5. Digital Preservation Of Cultural Heritage

Digital preservation is a substitute and auxiliary to physical CH objects. UNESCO (2003) defined digital heritage as a distinct wealth of human being's knowledge, understanding and expression. Digital preservation is best defined as safeguarding and administering digital objects for long term usage. It embraces cultural, educational, scientific and administrative resources as well as technological, legal, medical and other kinds of information created digitally or converted into digital form, from existing analogue resources.

Digital preservation swathe variety of issues, ranging from short to long-term access on the use of digital objects. It influences all individual citizens in the information society. Considering its application, digital preservation has developed into an interdisciplinary research area, joining subject experts from library science, cultural studies, archival science, museology, anthropology, law, IT professionals, etc. This research will effectively raise our understanding of preservation issues and examine on a different perspective.

5.1 Advantages of Digital Preservation

Cultural heritage preservation could be given special treatment based on the collection types. Digital preservation increases wider access by breaking all existing physical boundaries. The preserved collections can be accessed locally and remotely via internet by students, teachers, researchers and common public. It provides administrative stability, i.e. recognition, preservation and safeguarding by ensuring administrative continuity. CH contents are converted into different digitally formats that need to be held and protected. CH digital preservation promotes reuse and it aids in lawful obligations of document preservation and protect from lawsuits. CH digital preservation forms heritage for upcoming generations. Digital preservation of CH generates revenue for the society through the use of images, audio and video contents in the form of publications.

5.2 Applications of Digital Preservation

During the current electronic era, we have undergone a revolution in identifying, classifying and preservation of cultural heritage using ICTs. Many archives, museums and libraries use computers to preserve cultural heritage. In this regard Vilbrandt, et al. listed the following points such as converting identified objects into digitize text and images from active records; rebuilding misplaced cultural work of art like photographs, paintings, arts, drafts, written evidence, archaeological result; cultural heritage digital depiction of all figures of existing objects such as sculptures, monuments, buildings, natural environments, etc. founded on dimensions and 3D examination; designing and developing cultural heritage online or virtual exhibition for wider accessibility to the larger audience that can be viewed through the internet.

5.3 Approaches to Cultural Heritage Preservation

According to Vilbrandt, the following different approaches to CH preservation can be carried out using ICT. The shape of the object, internal and external structure and other factors can be a reason for preserving CH under different approaches.

» Quantification and drafting

A number of existing entities are traditionally recorded by the measurement and 2D outline representation and these are not computer replica objects.

» Quantification and modelling

This approach utilizes all obtainable recorded documents and measurements to create a 3D dimension model to present internal and design logic of the object. This approach is best suitable to

execute if the object is lost, damaged or destroyed so that the model can be restored.

» **Exterior scanning**

This approach is supported by lasers, resonance and structured radiance. In this technique, unprocessed data provides the paramount way of actual representation.

» **Exterior scanning and interconnect**

Generally a multilayer network is produced rooted on the raw data. This approach best used when the dimension tools does not present point coordinates in a straight line.

» **Volumetric scan and modelling**

Volumetric scanning equipments sample the physical features of items to be archived in condensed mathematical models. This approach employs techniques such as Magnetic Resonance Imaging (MRI), Computed Tomography (CT) or Computed Axial Tomography (CAT) scanning, ultrasound and very responsive and deep infiltration and high resolution named Tray spectroscopy.

6. Technologies for Preservation of Cultural Heritage

Techniques for preserving CH can be done using different preservation techniques such as technology preservation, emulation, replication, migration and encapsulation. These are general methods/ techniques used for preservation of all types of digital materials which could be used for CH contents also. There are 6 technologies/methods of digital preservation that are being suggested by various experts as given below

» **Refreshing**

Refer to transfer of data from two kinds of the identical storage standards to avoid variation of the data.

» **Emulation**

It focuses on recreating the environment considering the originality of the digital object created.

» **Replication**

Replication is a digital preservation technique of copying documents without loss of bits of information and store manifold copy of files for preservation.

» **Migration**

The migration technique refers to the cyclic transfer of digital resources from one software and hardware configuration to a new configuration or migration from one computer generation to a newest generation. Migration technique is successful against media, software malfunction, and hardware malfunction and obsolesces.

» **Encapsulation**

This technique consists of creating the authentic application that was deployed to access the digital entity on the future generation computer platform. Encapsulation can be accomplished by means of physical or logical formation named containers to present a link between all information mechanism like digital entity and various supporting information with metadata.

» **The Digital Tablet**

This technique would have a self-controlled command source; display the accumulated information on a screen as symbols of a printed language proper for the information. The digital tablet technique is a new equipment preservation method and its practical execution is yet to be proved.

Cultural Heritage & Digital Preservation Problems

Research in ICT has promoted in the development of novel technologies. Nevertheless, such developments create significant software and hardware problems and data vivacity. The main areas in digital CH preservation are file formats, technology, storage media, infrastructure, financial, organization and administration. File format presents a critical responsibility in preserving digital objects.

» **Lack of Funds**

Finances continue to be crucial challenges for libraries, archives and museums. Funds are required to run traditional services for libraries, archives and museums and other novel service demands

of the clients. To execute efficiently libraries, archives and museums require adequate funding.

» **Lack of practical experience/Trained manpower**

Few people are conscious about cultural heritage preservation and assumed as a viable occupation, as such others do not support children to study the courses related to this area.

» **Technology Obsolescence**

Every year new technologies are invented and developed. Software and hardware are prone to be obsolete after 3-5 years, for the reason being incompatibility problems with newer systems and software. The software and hardware incompatibility gap growing wider and wider each year, thus data created and stored in the older file formats can no longer be used or accessed.

» **Technology Dependency**

Migrating the data cannot be executed unless legal admittance to file format and source code of the software. Emulation is an option to overcome the preservation problems, but the emulation is costly moreover, it is made unlawful by the Digital Millennium Copyright Act.

» **Copyright**

There are considerable legal issues in preserving cultural heritage. Copyright and associated rights are main obstructions in cultural heritage preservation. Activities engaged in preserving CH are preparing multiple copies and distributing multiple users' institutions.

CONCLUSION

Cultural Heritage is an inclusive perception that comprises of various ethics like cultural, civilized, natural, architectural, historical, archaeological, and biological values. It is significant to comprehend culture of a society, what distinguishes one community from others. Cultural heritage depicts as a reflector to our ways of living and habits. One area where ICT is progressively engaged is operation of cultural heritage institutions. ICT and multimedia equipments open novel prospects for cultural heritage institutions to safeguard and display a collection magnificently In the present globalization scenario, cultural heritage dying day by day if it is not safeguarded properly.

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3

Information Explosion and its significance with respect to Information Overload

Shilpi

ABSTRACT

The quest for information has led to phenomenal growth in media, mode and methods of delivery, storage and retrieval of data. The advancement of communication systems and advent of internet technologies has simplified the ease of compilation and access to information to one and all. But this ease has also led to exponential growth of data volumes resulting in information explosion. The information explosion has a tendency of information overloading thereby diminishing the prospects of relevant information for the required purpose. This paper studies the various aspects of information explosion and its significance with respect to information overload. The study also presents the causes and methods of avoidance of information overload.

Introduction

Information explosion is a term used to describe the rapidly increasing amount of information (both digital & published) and the effects of this abundance of data. As the projections of data volumes are set to cross zetabytes in coming 5 years, managing the information is going to be a challenge in future. With the advent of Internet of Things (IoT) era and digitization taking control of every aspect of life, the volume of information is on exponential rise which may lead to information overload.

The mobility & ease of use of media has eased the exchange, retrieval & dissemination of information. It is estimated that India has 87% mobile penetration which indicates that major population is adept at using hand held devices in some form or the other. This means that the data / information is the most sought after object of modern lifestyle and has the highest mindshare across all age groups. Apart from certain underlying requirements, the information needs vary vastly across different age groups. Diversified requirements govern the usage pattern, timings & duration spent upon the devices. While lot of information is available on digital sphere but special care is required to weed off irrelevant information for a meaningful outcome and avoid negative impacts.

This paper aims to study the significance of information overload with respect to usage of internet, impact of information overload amidst information explosion and ways to avoid information overload as information overload is a global problem and it is variously referred to as information glut, information smog and infobog. Feather (1999) stated that information overload starts from the point at which there is much information that it is no longer possible to effectively use it. He further added that information overload is an increasing common phenomenon in the advanced countries. Nelson (1995) defined information overload as the inability to extract needed knowledge from an immense quantity of information for one of the many reasons.

Information overload is state when input to a system exceeds its processing capacity. Due to limited cognitive processing capacity of decision makers, quality of decision is likely to be downgraded, in case of overload of information.

The human brain is designed to process and retain information in very particular ways, and that doesn't necessarily change or speed-up in the face of changing technology. Many of us are finding that despite how much knowledge and information we have access to in our modern times, it's actually harder than ever before to retain it. That is detrimental when it comes to decision making.

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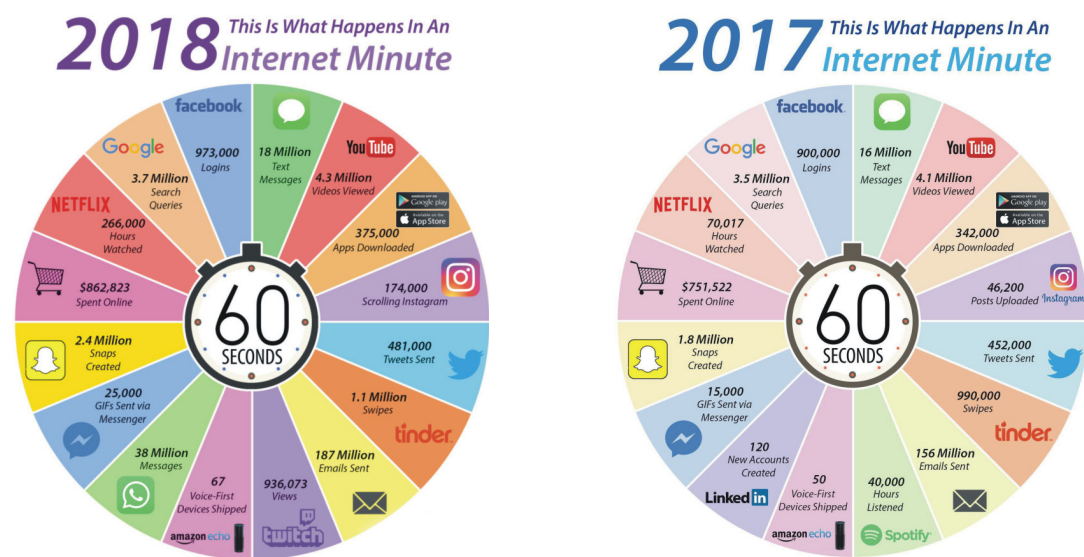
Accessing and forwarding information is almost free nowadays which results in high exchange of information but it's just one more bit of information starts clogging the brain's processing channels. This constant flow of information can also mean people are presented with wrong facts and figures, which may necessitate they conduct their own research on a topic, requiring them to process even more information. It's a continuous and sometimes destructive cycle that's proving to be a significant issue in modern world.

Causes of Information Overload

Huge volume of new information is being constantly created in this digital world resulting in information overload. The other causes of information overload are -

- » Simplicity of creating, duplicating and sharing of information online
- » Exponential increase in media /channels to exchange information both modern & traditional eg. Internet, Social Networking, Video Streaming (like Youtube), Videoconferencing, digital depository/library of contents, IoT applications, emails, mobile telephony, RSS feeds, radio, television, print media etc.
- » Continuous accumulation of legacy data.
- » Increasing competition across all industries to create content to counter competitors' offerings.

The below graphical representation indicates the volume of information generated on internet in 1 minute in the year 2017 & 2018. The graphics also represent the growth in information on year to year basis.



Impact of Information Overload

Our brains are busier than ever before. We're assaulted with facts, pseudo facts, jibber-jabber, and rumour, all posing as information. Trying to figure out what is needed to be known and what is to be ignored is exhausting. At the same time, we are all doing more. Thirty years ago, travel agents made our airline and rail reservations, salespeople helped us find what we were looking for in shops, and professional typists or secretaries helped busy people with their correspondence. Now we do most of those things ourselves. We are doing the jobs of 10 different people while still trying to keep up with

our lives, our children and parents, our friends, our careers, our hobbies.

Our smartphones have become Swiss army knife-like appliances that include a dictionary, calculator, web browser, email, Game Boy, appointment calendar, voice recorder, guitar tuner, weather forecaster, GPS, texter, twitter, Facebook and flashlight. And we use them all the time, part of a 21st-century mania for cramming everything we do into every single spare moment of downtime.

Although we think we're doing several things at once, multitasking, this is a powerful and diabolical illusion. Earl Miller, a neuroscientist at MIT and one of the world experts on divided attention, says that our brains are "not wired to multitask well... When people think they're multitasking, they're actually just switching from one task to another very rapidly. And every time they do, there's a cognitive cost in doing so." So we are frantically switching from one task to another, ignoring the one that is not right in front of us but worried it will come crashing down any minute. Even though we think we're getting a lot done, ironically, multitasking makes us demonstrably less efficient. Multitasking has been found to increase the production of the stress hormone cortisol as well as the fight-or-flight hormone adrenaline, which can over stimulate brain and cause mental fog or scrambled thinking. Multitasking creates a dopamine-addiction feedback loop, effectively rewarding the brain for losing focus and for constantly searching for external stimulation. To make matters worse, the prefrontal cortex has a novelty bias, meaning that its attention can be easily hijacked by something new. The irony here for those of us who are trying to focus amid competing activities is clear: the very brain region we need to rely on for staying on task is easily distracted. We answer the phone, look up something on the internet, check our email, send an SMS, and each of these things tweaks the novelty- seeking, reward-seeking centres of the brain, causing a burst of endogenous opioids (no wonder it feels so good!), all to the detriment of our staying on task. Instead of reaping the big rewards that come from sustained, focused effort, we instead reap empty rewards from completing a thousand tasks.

Asking the brain to shift attention from one activity to another causes the prefrontal cortex and striatum to burn up oxygenated glucose, the same fuel they need to stay on task. And the kind of rapid, continual shifting we do with multitasking causes the brain to burn through fuel so quickly that we feel exhausted and disoriented after even a short time. We've literally depleted the nutrients in our brain. This leads to compromises in both cognitive and physical performance. Among other things, repeated task switching leads to anxiety, which raises levels of the stress hormone cortisol in the brain, which in turn can lead to aggressive and impulsive behaviour.

Recently the results of a survey conducted by the Chartered Institute of Management Accountants and the American Institute of CPAs, showed information overload was one of the number one contributors to poor decision making in global business. The survey said the following: 36% say their organization is not coping with information overload, and 32% say big data has actually made things worse while 37% say it has helped.

Along with weakened decision making, information overload can also lead people to feel unnecessarily overwhelmed and stressed out. People may not even have too much on their plate, but information overload can create the perception they do. This can lead to a lack of engagement, a loss of productivity when in reality it's entirely avoidable. The information processing literature also concludes that information quality and information quantity are among the most important factors that affect decision quality (Gorla et al., 2010; Price and Shanks, 2011; Gao et al., 2012). Too much information, particularly when it's unnecessary or irrelevant, can also confuse people on their job role and make them unsure of where to focus their attention.

People who report information overload tend to become frustrated and give up more easily than their non-overloaded counterparts, they need more time to make decisions, and they frequently make mistakes, often because of confusion. They can also have a hard time identifying pertinent goals and how to achieve those, and they tend to waste a lot of time in the workplace. This trend may cause consumers' information channel load to levels that they cannot control, because of the numerous forms

of social networking services that allow people to participate actively in the marketing and selling of products and services in online marketplaces. (Stephen and Toubia 2010).

As the Internet provides massive amounts of heterogeneous information, people may perceive this medium as challenging. The difficulty to evaluate and select relevant information increases as more and more diverse sources and content are available. Information overload may be the consequence. It is found that younger people with less information-seeking self-efficacy were more susceptible to experience information overload.

Why information overload is bad

Information overload stops you from taking action. That's the biggest problem is when people try to consume more and more information every day, they notice that even though they have been reading tons of articles, watching tons of videos and listening to tons of podcasts, the stream of incoming information seems to be infinite. Therefore, they convince themselves that they need to be on a constant lookout for new information if want to be able to accomplish anything in life, work and/or passion. The final result is that they are consuming way too much information, and taking way too little action because they don't have enough time for it.

How to avoid information overload

1. Set goals

If one doesn't has goals in place, then he /she will be just running around grabbing every possible advice and thinking that it's "just what he / she been looking for."

Setting goals is a much more profound task than just a way to get rid of information overload. Set something which is much more within immediate grasp. Something that can be achieved in future and is actionable & precise. Once goals are set, they become a set of strategies and tactics you need to act upon.

2. Know what to skip when facing new information

Once you have your goals, plans, strategies and tasks, you can use them to decide what information is really crucial. Skip the irrelevant information i.e. the information not related to goals and plans.

If the information is not actionable in, then skip it. There is a need to be focused in order to have clear judgment, and be able to decide whether some piece of information is mandatory or redundant.

3. Be aware of the Minimal Effective Dose

There's a thing called the MED – Minimal Effective Dose which was first introduced by Tim Ferriss. In his book *The 4-Hour Body*, Tim illustrates the minimal effective dose by talking about medical drugs. Everybody knows that every pill has a MED, and after that specific dose, no other positive effects occur, only some negative side effects if you overdose big. Consuming information is somewhat similar. You need just a precise amount of it to help you to achieve your goals and put your plans into life. Everything more than that amount won't improve your results any further. And if consumed too much of it, it will eventually stop from taking any action altogether.

4. Don't procrastinate by consuming more information

Probably one of the most common causes of consuming ridiculous amounts of information is the need to procrastinate. By reading yet another article, we often feel that we are indeed working, and that we're doing something good – we're learning, which in result will make us a more complete and educated person.

This is just self-deception. The truth is we're simply procrastinating. We don't feel like doing what really needs to be done – the important stuff – so instead we find something else, and convince ourselves that "that thing" is equally important. Which is just not true.

5. Don't consume information just for the sake of it. It gets us nowhere.

6. Keep things simple: The less information you present – the easier it is to understand. Keep it relevant. Information that actually meets the user's needs is less likely to overwhelm. Keep it clear. Simplicity and relevance are good but information needs clarity to be effective.

7. Provide balanced information: One should present both sides of the coin rather than just one.

Conclusion

As it can be seen, information overload is a real problem and it can have a severe impact on productivity and overall performance. But creating simple set of rules helps to fight it, and to keep brain from being taken over by plethora of information.

This paper integrates views about cognitive, emotional and information overload factors. This study can provide meaningful guidelines to service providers about commercial use of internet technologies and other service provisioning. As can be seen from studies, information overload can affect consumers' best choice in unexpected ways. This study can provide consumers with a new mindset that overcomes information overload problems by categorizing the loading factors. This paper provides insights about information segregation of relevant information / weeding off irrelevant information from huge and ever increasing pool of information. Thus this paper provides understanding of interplay of human processing capacity with respect to information overload for a governing the meaningful and intended outcome of provisioning of information to individuals, groups, associations, organizations and society at large.

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Role of Information Technology in Sport

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ABSTRACT

The field of physical education and sports can make a significant contribution to the role that technologies play in our lives by carefully considering the benefits and liabilities of new information technologies on the whole person, body as well as mind. Information technology play vital role in the human being in particularly in field of sports and games. It helps to avoid mistake in organization and adminis-tration of various sports and games at world level. Information Technology in Sports has established scientific discipline, Research activities, improve Learning and coaching, Bio-mechanical analysis and field research have evolved. In future very soon the way computer with be applicable in sports with good quality and best results.

INTRODUCTION

The value of sports is very high and it is having very much influence worldwide to bring peace and friendship with each country. Because of the value of sports publicity has increased more it has spread very much fast to all over the world.

Information Technology has become an important inter-disciplinary partner for sports, this way physical education has its branches of Sports psychology, Sports Statistics, Biochemistry, Sports Medicine, Kinesiology and Bio-mechanics etc. Taking into consideration its association with other disciplines and its various aspects, computer can be used and are being used in physical education and sports. Human play, as embodied in sports, is one of most important in expressions of human culture. The games in which people in the society it's reflects their society and culture as a whole. It is said that communication is one dominant contribution to the human being on the planets.

The Olympic movement is one of the social movements on human society. The countries from all over the world gathering in one place during summer Olympic games for peaceful is the epitome of intersection of sports and communication. This fact underscores the importance of the media and the Olympics. The paper will briefly explain the relationship between information technology and sports.

INFORMATION TECHNOLOGY IN SPORTS

The information age was 1970's. The change was brought to the society with the creation of world web (the web). As change in technology, changes channels of communication and message content. The early 1960's, the computer technology establish protocols which become as the internet in 1969. And later development of Hypertext Mark-up Language (HTML) in 1989 that became the basic for the development of web in 1993. The web was introduced to the public at large. During the formative days of the web lot of things was include such as email, blog, face book, twitter, lot of website, journals, you tube etc. Another important fact of information technologies being used in sports is seen in the trend analysis done by administrators in sports, franchises and leagues while the most basic functions are storing data used to determine statistics, disclosing the score of a game or uploading pictures for fans to view thorough out a game. In the past, task such as developing rosters (name list) of athletes, managers, officials, timekeepers, drivers and medical staff was took much time to done the work with hand.

But the institution of IT in sports, team administration was now able to not only create detailed roasters of these individuals but can schedule them for work. Also, most profession sports venues have

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very modern scoreboards that are programmed to update statistics and information directly to a computer system. So with the use of such modern technology, almost every area of sports has become dependent of automation due to relevance that it implies to the lives of spectators all over the world. Through the help of the internet and other web services, live feeds of sports events have become so accessible anywhere in the planet. Most of the professional sports in the world have long used instant replay and other high tech aid to help the referees to make a right call. Video replay systems to check referees call for many years. Basketball referees use replay system to make sure players is shooting within the time allotted by the shot clock. In international cricket, the third umpire has been used for certain situation. The umpires who are out of field can communicate via wireless technology. The third umpire is asked to adjudicate on run out decision. In Football/Soccer the replays could be used to decide off-side decisions, whether a ball passes over the goal line or not.

APPLICATION IN SPORTS

The field of physical education and sports can make a significant contribution to the role that technologies play in our lives by carefully considering the benefits and liabilities of new information technologies on the whole person, body as well as mind. Nowadays in schools, colleges and other institutions, students are given more organized and disciplined education through I.T. and computers, because it is more authentic innovation and convincing. A variety of programmes are available which help in track-grading, conducting health assessment, monitoring research projects, and analyzing sports performances.

Benefits of Information Technology

Here are some of the ways technology can provide or facilitate most of the types of support that someone trying to become or stay physically active needs. Now a day's computer is widely used as a teaching aid. In this era of globalization black board is quit away. Power point presentations, Video clips, Animation, Graphics, and Sound have become much more effective and needful, CD, DVD, MP3, are more useful in teaching. IN some way computer is applied in sports sciences, scoring systems, computerized test all evaluation can be largely followed. A coach keeps monitoring on the players. A computers helps us if any deficiency is found. Records of the player can be maintained for future plan Selection of players for various game and sports is an important for this multiple regression helps in many ways. Hence computer plays a significant role in storing research data and its analysis. Treatments in sports medicine involve Cardio-Vascular, Flexibility and strength building programme. Sports Medicine is the study, prevention and treatments of sports and fitness related injuries.

Practical Support

Technologies like iPods, Dance Revolution, and Nintendo Wiki Sports make physical activity fun. Step counters and accelerometers allow us to gauge our activity level at any time and set goals that can be easily tracked. Home and gym fitness equipment make it possible to stay active when weather's back.

Advantage and disadvantage of Information Technology

Technology in sports is constantly changing in today's era. This change is making a big impact, whether the technology is a disadvantage to the sport and slows down the speed of the game or uses the technology to an advantage and speeds the game up to help make accurate calls. People are always looking for the technology to be able to get ahead of other opponents. The use of technology has crept into the athletes' games. Technology is more of an advantage or disadvantage.

One of the main reason's through which technology compromise a sports experience is that people are watching the games at home instead of watching the games that are played live. Some people would rather stay at home than spend the money to go to view the game. With the game being shown on television, means fewer supporters in attendance. Fewer supporters mean less money for the teams in terms of income and profits. The enhanced experience of technology has made it easy for teams to know and learn about the opposite teams. Some people believe that it was necessary for technology. Sometimes the referee's decision will be wrong, there technology will work and give accurate result will be given.

Through using Information technology to improve the standard of Sports in the following process-

- » To update the health status of players.
- » Preparing training schedule
- » Video Feed back for players practices.
- » To assessment of physical activity by using Information Technology.
- » Storing the results
- » To analysis the team performance at the time of competition.
- » Online registrations and profile verifications.
- » The Coach can have the self-appraisal through the Information technology.
- » Storing the personal data's of athletes.
- » Search engine for the latest training in sports.

CONCLUSION

Information technology play vital role in the human being in particularly in field of sports and games. It helps to avoid mistake in organization and administration of various sports and games at world level. Information Technology in Sports has established scientific discipline, Research activities, improve Learning and coaching, Bio-mechanical analysis and field research have evolved. In future very soon the way computer with be applicable in sports with good quality and best results.

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Social Media Women's Security & Youth

Shweta Sharma

ABSTRACT

Social media plays very important role for the development of women's now day's. In India, women finds it challenging in showcasing their talent and build relationships. Social media is not just about brands connecting with their customers, it's also about sharing your expertise. Social media gives an opportunity to women's to talk about what she know & what she want to be known for. For Indian women social media has helped in increasing their visibility in the society. They have got huge platform to show case their talent, the same can be done from small villager or operating from home. It has also improved the literacy level in "Women and youth". Education has become easy through social media. As women take major role in shaping the home, their majority of the time is spent in building and maintaining the relationship at home, there by time becomes constraints. Through social media women got the space and ease of connecting any time. In the present scenario, social media has great importance for women's but they facing lot of problems regarding their security at social media. Awareness of women is the main and very important point for the security of women's at this platform of online media.

INTRODUCTION

One key question has always fascinated me "women's security" what does it take to make life more meaningful. To find the answer I began "Challenges research". In the journey of finding "social media : women's security and youth " there have been instance I realized, being women, we can all explore the world and learn a lot.

"There is no chance of the welfare of the world unless the condition of women is improved . It is not possible for a bird to fly one on wing". Swami Vivekananda

Social media, is a collection of online tools and platform that people use to share content, opinion profiles, perspective, insights experiences and media itself facilitating conversation and interactions online between groups of people. Social networking is the act of connecting on social media platforms. In present scenario, there are lot of social networking sites. The most popular (2017) social networking sites are - Facebook (it has been a top social networking site, since its inception in 2004), Twitter (it is the next best thing after facebook), Tumblr, YouTube, Google+, Pinterest, WhatsApp, Instagram etc.

Women are driving the social media revolution. Acc. to Gabriela Olivan (expert in corporate communication) there are several studies reveal that women outnumber men in use and time spent on social media because they share similar communicative logic, they are very expressive and feel comfortable holding several conversations at a time. The most significant and longest social movement continuing is movement of emancipation of women. Though the primary goal for women empowerment is to improve the quality of life of women. In India when woman is ideally viewed as Shakti power, the origin of power itself, but in reality found as helpless. It sounds intriguing how from a highly dignified position in India's mythic history, the women in India has been relegated to a secondary position, the vested interests of the ruling elite and the male lobby influenced by alien cultures legitimized woman as an individual of little consequence.

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According to a PEW survey conducted during 2014 and 2015, 94% of teens who go online using a mobile device, use multiple social platforms. Facebook, Instagram, Twitter, snapchat etc. and 71% of teens say that they use more than one social media sites.

Women's leadership in social networks - It can tear down old stereotypes and demographic categories, generating a real impact on media, advertisement and entertainment. This is how it is seen by specialists and studies and analyze female leadership in the internet, and particularly, in social apps. Women are more active on social media, they use it more and participate more than men. This is why it is believed that they will mark trends from now on, since they have typically adapted more and better to the technology. Olivan explains that when women participate in social networks they can, for instance, upload photos on Instagram and at the same time "like" a post on facebook and share a link on linkedin. Men, in contrast, have a more linear participation. "In general, they are more selective when engaging in conversations and tend to share similar-format content".

Sorayafragueiro, connectAmericas social media strategist, affirms that the increasing active participation of women and teens is in part due to an emotional component that prevails in each action that they carry out on social networks, including purchases. "This is why many brands and institutions have strategies that directly target women with messages using touchy pictures, warm colors, direct but kind language, and videos with catchy yet sophisticated music.

Fragueiro points out that Pinterest and Instagram are two channels that have become mostly feminine, while facebook comes in third. This is something that doesn't happen with twitter and Youtube, which have a predominately masculine audience. Olivan considers, that: "Women today are the pampered children of the market. They hold power in their hands to decide, or at least influence, almost anything, such as cars, technology, tourism, beauty, medicine, household and children's items. This is why brands are increasingly setting their eyes on women, seeking to attract them and keep them loyal". In this regard, social networks represent a powerful communication channel for reaching current and prospective customers, to create community and involve women in disseminating something that doesn't happen with twitter and Youtube, which have a predominantly masculine audience.

As the world embraces a digital life where we are connected 24x7, Internet has become our second life and mobile phones an extension of our personalities. For all practical purposes mobile apps have blurred the lines between what is personal, social and professional. But as much as digital" is making our lives easy, we are also being exposed to the dark side of this "Virtual life". When it comes to cyber harm, it is hard to distinguish what age or gender is at a greater risk. But in recent times there have been a spate of incidents targeting women with their safety being compromised.

LACK OF AWARENESS AND IGNORANCE ARE THE ROOT CAUSE IN THE SECURITY OF WOMEN REGARDING SOCIAL MEDIA

Due to lack of awareness, cybercrime victims, especially women, do not come in open and register a complaint, and even if they do, they are not taken seriously, with nearly 14% of our population now on social media and this number only likely to rise in the near future, the need to create awareness has become more important than ever. It is more so for women, as they are the most vulnerable group, only after children, to fall prey to these crimes, the best way to be safe on social media is to have a basic understanding about it.

People often forget that the virtual world is not so virtual. That activities performed on social platforms could have real consequences in the real world. However, personal information being put online can be secured. There are security settings available on all social networking websites but majority of the users are unaware of such features and hence become a victim of cybercrime, for example, on facebook, everything we share is under our control. We can choose what, when, how and with whom we want to share our posts. It is completely up to us if we want to be friends with someone on facebook or not, or if we want to follow someone on Instagram, Snapchat or twitter.

In recent reference - a Typically traditional Tamil girl had gone for holidays with her friends,

these girls who were all traditionally dressed took a photograph, while sitting in a circle and placing their hands on a “Brandy” bottle which was in the center of the circle, Girl who wanted to share this photograph with her friends uploaded them on Google drive and kept the settings public which made the image discoverable and the photo that was clicked in 2010 is still viral with a meme title “Kudumba Kuthuvilakku”, which later created distress in their current lives, they had approached police but it wasn’t of great help.

About 27000+ cybercrimes reported in 2017 with an average of one every ten minutes. There was the recent case of a US based 26 year old physiotherapist, whose cloud account was hacked and private videos stolen by a blackmailer. And a 17 year old girl from Udaipur whose photos, taken from her social media account, were morphed before being circulated on the internet. There are many such instances, some get reported and action is taken, but unfortunately, this is just the tip of the iceberg and the real numbers far outnumber those making the headlines. India, with its younger population hooked on to social media, gives facebook its second highest number of users after the US the problem too then becomes as big, and might be far more serious than is known. Due to lack of awareness, cybercrime victims, especially women, do not come out in the open and register a complaint, and even if they do, they are not taken seriously. For instance, the Udaipur girl was told by police to delete her social media accounts and avoid posting any photos of herself in order to stay safe. The reaction seems to be normal but also points to the insensitive approach of not considering morphing someone’s photographs and distributing them as a serious offence and to the lack of understanding and handling such cases.

The National crime Records Bureau (NCRB) shows that every sixth cybercrime in India is committed through social media. Further, the crimes on social media have an additional fallout, i.e. malicious tags, cruel comments and unwanted pictures. Once uploaded, they can never be completely erased from the web and, therefore, run the danger of being resurrected any time.

DIFFERENT TYPES OF SOCIAL MEDIA CRIME FACED

I. Profile Hacking -

Profile hacking happens when, as a user, you are not able to log in to your account, someone has complete control of your account and has changed all the credentials. Facebook is the most hacked social networking site and it generally happens of the following reasons:

- a) Not logging out from the account.
- b) Sharing passwords or having password that are easily predicted.
- c) Hacking the email with which you login to your facebook account.
- d) Logging in through Facebook options for apps.

How to avoid profile hacking on facebook

- » Ensure that your password is a mixture of words and special character. Don’t have the same password for various social media accounts.
- » Log out every time you login from a device that is unfamiliar to you or not in use.
- » Be aware of the malicious apps that you subscribe to from your face book account.

II. Photo Morphing -

Photo morphing is a special effect that allows a person to morph or change one image or shape into another without any difficulty. As per the 4th quadrant of 2017, there is roughly around 3.2 billion images shared every day. It is easy for a hacker to use your images, morph it and then use it for porn sites or blackmailing for financial / sexual gains.

How to be safe from photo morphing -

- » Facebook has strong privacy setting which protect your account and things you share on it. don’t add strangers.
- » Identify fake profiles or pages that are sending you request or asking you to follow them.
- » To keep your profile safe you should not allow people to see photos tagged by your friends, you can have control over them and take a call on photo before it goes all public.

- » In case you are receiving threats or your friends are receiving any videos or images of your immediately report it to the police.

III. Offer and shopping scams -

You would often come across, messages, post which would say click on the link to claim the offer or spin the wheel to win". These offers would generally ask you to forward the message to another 20 people once you have registered in order to get the code or coupon, you won't get coupons but the host would get your personal information.

How do be safe from offer and shopping scams

- » The simplest thing to do is to make a quick check of the promotion / deal of the brand or the organization of their social media, page / their homepage.
- » Don't buy fake social media followers as they are more likely to get your credit card details and dates use it or ask you to share your id and password to get you genuine followers.
- » There are chances were the hacker would have made a fake profile. In such instances check is the site has a secured https://also check how well the website is made.
- » Do not transfer money or give in card details if the discounts are too steep or have poor reviews, or unclear refund policies.
- » Trust your instincts and lodge a complaint if you even think that you are being scammed.

IV. Friend Request / Dating scams -

There are people out there who would connect to you on social media, interact with you and persuade you to move to a different form of communication through various excuses, once they realize that you are falling for them, they would send you small gifts to show you that it's same on either side. After a point a romantic period would start declining and they would start asking for monetary help in the form of recharge, booking flight tickets to meet and the list only grows. The following points should be kept in mind to avoid dating scams.

- Don't accept friend requests from random people. Don't reply to messages to people who are not in your friend list.
- Don't go along with strangers if dating confirmed through site.
- Don't transfer you card or bank details.
- Don't strip or send you nudes through digital.
- Don't chat with strangers.
- If you have a name which is common, differentiate it with something that people know would connect to your business.

V. Cyber Bulling -

Posting any kind of humiliating content on the social media or sending vulgar messages online, or threatening to commit any act of violence or stalking by means of calls, messages or threatening of child pornography is called as cyber bullying. Tips to follow to stay from cyber bullying -

- » Approach the policy when you are getting harassed online
- » Do not sit idle as that would only make the bully think that you are scared and won't be of any harm to them.

VI. Link Baiting -

Link bait happens when the content of your website or pages gets linked to other sites because they want to and not because they have asked you. A few instance where link bait has been showcased are -

- Your photos just got leaked on internet, check here:
- Look what people are talking about you:
- This video of yours is going viral, to know more click here:

When clicking on any of these links, there are chances, where you are likely to send the same message to the people from your profile. This link would be sent from your name and would make people think that you are the one doing it.

How to identify if the profiles are genuine or fake?

- a) A fake profile on Facebook will not use their genuine picture.
- b) They don't have many friends.
- c) Their profile are just recently built.

Tips to follow to be safe from link baiting

- » Make sure that you don't click on these links. Check where these links are coming from. They usually come through whatsapp or messenger. Reply to the message and ask them this really you'. This is when they get to know that a situation like this has happened with their profile or call them and let them know that you are receiving such messages from their name.

VII. Information Theft

Informational theft occurs when an imposter identifies key pieces of personally identifiable information like social security, driving license number in order to impersonate someone else. Many people trend to store passwords or bank details on their email. Many people have very private conversation on Facebook or Instagrammessenger.

Businesswomen are also more likely to be at the risk of information theft especially with respect to her organization, they are faced by plagiarism of various types, when they try to open their business page on Facebook for the first time, and there are chances that their competitors would already have promoted bad things to bring down their reputations.

How to avoid from information theft

- » It is possible to merge pages on facebook, so you can merge the fake page with yours and claim that you are the official owner of the page.
- » If you have a name which is common differentiate it with something that people know would connect to your business.
- » You can use digital signature also.
- » Ensure that you don't store credit card details and crucial passwords on social media messengers too.
- » When you use email extensions on chrome beware they are genuine one as they are reading through your emails and have access to all the data.

BEING SAFE ONLINE

A few important steps that women should follow to ensure their safety while enjoying an active social life online -

- » **Say no to strangers** - it is very important to know the person personally before knowing him / her virtually. If you don't say yes to strangers in real life why allow them access to your social profiles.
- » **Be very careful with your passwords**- Do not share your passwords with your friends, family members, etc, the risk of personal data going out is even higher if you have a common password, which in turn, is shared with near and dear ones. Keep different passwords for different accounts and you could choose between not storing them online or subscribing to a password manager or a digital vault.
- » **Customize your personal settings carefully**- Turn off your location services in the settings in all the devices you use and check for the same under the privacy settings on all social media accounts as well. Potential abusers may identify patterns from your posts and attack you based on the same.
- » **Don't follow trends blindly, be smart with them**- Don't hashtag anything and everything you post on social media as it makes you visible on the internet. Therefore think before you hashtag.
- » **But how do we deal with a case that has already happened**- The best way is not to respond to such emails, you can also post to cyber-bullying and instead take the brave step of posting about the incident on Facebook.
- » **Think before you share** - you should be extremely careful about what you post on social media as this may lead to people forming opinions about you and could take an ugly turn.

- » **Protect your computer** - Install anti-virus software to safe guard your devices. Also ensure that your browser, operating system and software are up to date.

OTHER IMPORTANT POINTS

1. Don't use public network
2. Don't use third party reference like any link or website etc.
3. Always download from Google app.
4. Use individual security provided by an individual security feature / app.
Log out every time you login from a device that is unfamiliar to you or jot in use and try not be online 24x7. Each one of us have a collective responsibility to create an ecosystem that ensures the safety, security and dignity of women in society.

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Psychological Impact of ICT on Convergent and Divergent Thinking

Shashi Bala Trivedi

ABSTRACT

Changing scenario like strong global and technological competition in teaching learning program has gained popularity in the last twenty years with the impact of psychological and technological (ICT) aspect. Learning with technologies in schools is a dynamic social action in which the teacher assumes a pivotal role. The Thinking Together approach described in this research paper uses computer and web based activities to support collaborative learning in the classroom. Students are provided with direct teaching of speaking and listening skills to prepare them for talking, learning and thinking together as they use ICT (Information and Communications Technology). Such preparation for group work with computers, when combined with appropriate ICT tasks and lesson planning, can significantly improve students high order thinking and problem solving ability. The present research paper tried to observe the “Psychological Impact of ICT on Convergent and Divergent Thinking”, including their role in the teaching learning process and to identify the role of ICT in promoting a positive psychological approach to thinking skills. Very little study has focused upon promoting convergent and divergent thinking through the use of off line and online technologies. The present Research Paper/Study is complementary trial in this direction.

Introduction

Changing scenario like strong global and technological competition has made teacher education's role increasingly central, in the all round development of an individual. Actually teaching learning program has gained popularity in the last twenty years with the impact of psychological and technological (ICT) aspect. Educational effectiveness is determined by the quality of the teacher- student's transactions in the classroom.

Learning with technologies in schools is a dynamic social action in which the teacher assumes a pivotal role. The Thinking Together approach described in this research paper uses computer and web based activities to support collaborative learning in the classroom. Students are provided with direct teaching of speaking and listening skills to prepare them for talking, learning and thinking together as they use Information and Communications Technology (ICT). Such preparation for group work with computers, when combined with appropriate ICT tasks and lesson planning, can significantly improve students high order thinking and problem solving ability. Very little study has focused upon promoting convergent and divergent thinking through the use of offline and online technologies, and this paper attempts to contribute to this area.

Thinking dimensions -

Guilford identified two types of thinking dimensions; Convergent thinking and Divergent thinking. They are totally opposite with one another yet critical useful in our everyday lives. The interesting aspect in the distinction between convergent and divergent thinking are:

Convergent thinking

Convergent thinking is commonly known as intelligence. This dimension of thinking oriented

towards solving a problem to which there is a known answers; this is generally known as logical thinking or simply reasoning. In general convergent thinking has all essential steps of a thinking process, namely perceiving problems, analysing problems, formulating hypotheses, diagnosing the causes behind the problem, testing the hypotheses and drawing inferences.

Divergent Thinking

Divergent thinking is known as creativity. This dimension of seeks a new and different solution and might be considered imaginative thinking or creativity. It helps an individual in forming ideas or hypotheses and communicating the result of testing hypotheses, modifying hypotheses and retesting the same.

We can say that after the process of divergent thinking has been completed, ideas and information are organized, and structured using convergent thinking. Educationist and psychologists recognize convergent thinking as intelligence and divergent thinking as creativity. Lalit Kumar, (1993) in his research has reviewed studies related to creativity and intelligence, and has found that most of the studies show positive correlation between these two traits. In the present research paper, both thinking dimensions have been used in the same way.

Thinking as psychological skill

Thinking is one of the most important psychological skills. Crucially, without the ability to think in a convergent and divergent manner, students would be unimaginative and lacking in the necessary transferable skills to engage in personal and professional life. Convergent and Divergent Thinking has been defined in a number of different contexts. The idea of surprise is valuable when one thinks about the differential among divergent and convergent thinking (Guildford, 1962). Loveless (2000), echoing Bruner's ideas, argues psychological that creative thinking involves the representation in meaning derived from a dialogue between students and their work. These are the fundamental psychological procedures necessary for the encoding and interpreting of importance inserted within the content.

Creativity is clear in various different learning settings. Gardner (1983, 1999) for instance considers Creativity to be a cognitive procedure, in which a few insights are working in concordance and this can specifically be connected where seeing, thinking and enhancing are consolidated. It is obvious from these definitions that the idea of creativity/imagination is a complex one. The recent escalation of ICT provision in schools provides even greater impetus for teachers to develop a better understanding of Convergent and Divergent Thinking and learning. Teachers will need to justify their psychological use of ICT and will be required to demonstrate the effectiveness of computer and web based learning in the form of measurable student attainment.

The Role of ICT in Developing Thinking

Ongoing developments are more reliable with a thinking skills approach:

Interactive exploratory environments allow students to direct their own learning through discovery and guided discovery processes. They help make thinking more explicit and enable pupils to hypothesize and experiment with immediate feedback and to facilitate discussion and reflection with groups.

Videos and multi-media technologies are also used to create exploratory environments. They permit students to form rich images of problem situations in multiple modalities and prompt alternative perspectives of thinking.

Databases, email and www provide unique opportunities for collaborative thinking and learning. Extensive experimentation and evaluation is required before the full impact of this new technology on learning and thinking can be assessed.

Initiatives for high order thinking

The provision of computers, Internet and web based learning does not automatically result in

good teaching learning methods. These determine how these new technologies are being used in schools throughout the India. However, intelligent, creative and psychological use of ICT within the classroom will often lead to divergent thinking. It will be the student that can adapt readily to new learning opportunities who will benefit the most from these new technologies. Some initiatives for high order thinking are given below:

Promoting Convergent and Divergent Thinking

Encouraging high order thinking in the classroom is primarily the task of the teacher. High order thinking is achievable by all students, regardless of their academic attainment, providing that conditions are conducive and students have acquired the relevant thinking skills and academic knowledge. Providing opportunities for all students to succeed is the key to maximizing individual strengths and abilities. Thinking abilities can be enhanced through practical application of ICT. The psychological use of ICT can enable students to have an immediate ‘hands on’ facility where they can feel in control of their own learning. The use of multitask settings allow students the option to withdraw from problem solving temporarily in order to pursue other useful activities.

The skill of teaching learning to foster creativity has to be a combination of structured and unstructured activities to enable unconscious as well as conscious thought and where intuitive reasoning is as valued as rational calculation. There is a fine harmony among freedom, opportunity and control. In all of this, motivation is a key factor for stimulating high order problem solving performance and the notion of self-directed learning is crucial to the development of the independent intelligent and creative thinker. Encouraging student to think about their own thinking can enhance the teaching learning process and to foster creativity encourages a responsibility for learning.

A model of high order thinking

An early model representing human creativity was presented by Wallas (1926) which identified a process characterized by four key stages. These were preparation, incubation, illumination and verification. At last, confirmation of the solution includes verifying that it is appropriate and powerful in solving the problem. Wallas’ model is therefore applicable in relating creativity to problem solving ability, and this is a theme that runs through a great deal of the literature.

Other models of creativity such as Jackson & Messick’s (1965) stress the ‘unusual’ component in high order thought, usually leading to some form of problem solving action.

This paper presents a model pertinent to the psychological use of ICT in the classroom. From the models referred to, and from other research in the field, it is viewed as that the three action methods of social interaction, problem solving ability and high order thinking speak to most if not the majority of the day by day learning exercises saw in classroom based learning (Fig. 1).

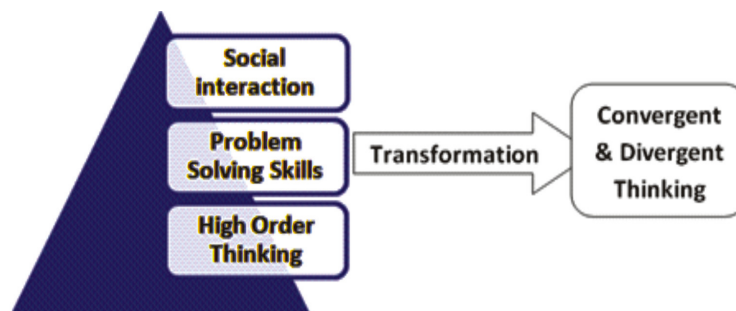


Fig.1.A model of the psychological use of ICT

The researcher believes that these three modes are vital if the processes involved in Convergent and Divergent Thinking are to be better understood. The model shows that the three dimensions are independent but interactive, and in some cases it may be difficult to separate out and distinguish between them. The model also demonstrates the location of transformative thinking thought, which seems to be at the nexus of the three behaviours already outlined.

- » Examples of Convergent and Divergent Thinking in problem solving task may be observed in a variety of online activities including expert manipulation of text and graphics, creative use of different colour, animation in ppt, effects to convey particular messages, and economic navigation through web-based resources.
- » Examples of Convergent and Divergent Thinking in online social interaction include: creation and use of alternative personae (avatars) in chat rooms, self articulation in technological situations.
- » Examples of Convergent and Divergent Thinking in creative cognition include: creation and management of a personal website; creative writing using a word-processor; and discovering and adapting to new ways of working and studying using electronic environments.

The formation of individual web pages -

When student create personal web pages they are required to combine the three key areas of social interaction, problem solving and high order thinking. This mixture of activity empowers them to introduce themselves openly to the individuals who visit their site; advances content based correspondence and inspires them to grow further interests in the regions spoke to on the site. Web pages give children the freedom to present their own 'shop window' of work, communicate with other children around the world and publish their own creative ideas instantly. This creative move makes the type of a natural procedure where iteration and reiteration happen on a consistent schedule as students refine their aptitudes, find better approaches for communication and for the most part build their site.

The process leading to creative action (i.e. the creation of a personal website) can be represented by mapping the relative contribution of different behaviour to the model (Fig. 2).

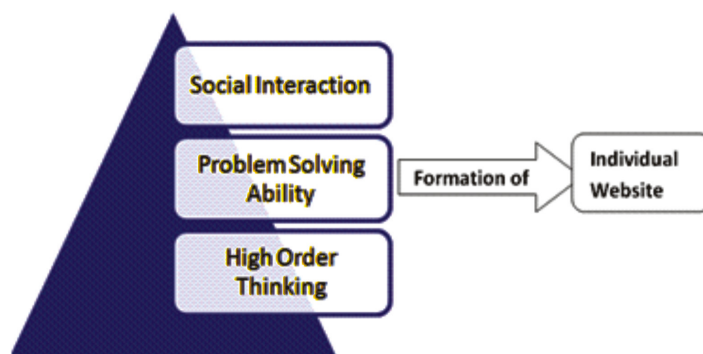


Fig. 2. Convergent and Divergent Thinking in ICT Model

For the most part, most students would cooperate with their companions to convey plans, gain input and examine thoughts. In any case, except if the making of the website is a group project, most students would spend significantly a greater amount of their psychological assets in thinking independently about the substance, appearance and nature of their site. They would be anticipated to invest much more energy in critical thinking exercises, incorporating familiarization with programming, searching for and spreading out materials, file management, control of pictures, etc. The length of every bolt speaks to these dimensions of psychological commitment as a striking triangle. It may also

be hypothesized that behaviour are equalized across the task, the bold triangle will vary in size and increase in congruence.

The description indicate that computers have enabled more open-ended tasks to be set by the teacher, which allow a breadth of learning styles and attainment levels to be accommodated. Regularly a few tasks will be continuous and students can pick which to seek after at various occasions. Students are still psychologically connected with the problem at another dimension, while they are effectively connected on another task or 'offline assignment'. Instances of assignments referenced by students included website page construction, introduction about various religions utilizing PowerPoint, Reflections work, where the students thought back over their time in the class, yet they likewise discussed about exploration of programmes that were self impelled.

CONCLUSIONS

Rather than using the tremendous potential of the Convergent, Divergent and lateral navigation associated with this medium, some ICT use in schools places creativity in a straitjacket. The way ICT is used and taught in this way in the classroom is far from the small steps approach of Computer Assisted Learning Programmes. The focus is very much on computers as an effective mind tool which can liberate and foster high order thinking and problem solving ability in students. This initial study into the propagation of Convergent and Divergent Thinking through the psychological use of ICT has illuminated several issues and raised a number of pertinent questions related to teaching and learning. Motivational issues are one of the key zones of future study, similar to the obtaining of ICT abilities and skills. In any case, the most clear characteristic rising up from the current research paper seems, by all accounts, to be the degree to which students can adjust to the new learning condition and the degree to which they call upon their cognitive resources to study within it. The lower attainment student find the work they have been set challenging and in focusing on completion of task ,it appears that lower attainment students tend to have less opportunity to develop higher order thinking and productive problem solving ability[problem solving, decision making, critical thinking and creative thinking] in their work. However, those children who would have found it difficult to maintain concentration in a more conventional classroom are able to spend time apparently 'off task' but still writing or learning new manipulation skills with the computer.

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Studies on Health Problems of Old Aged Women and Role of Information Revolution

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ABSTRACT

Investigations on present project dealing the comparative study of problems of old age women in urban, rural and slum areas in districts, Baghpat, Shamli, Meerut and Muzaffarnagar of western Uttar Pradesh. In Uttar Pradesh, The role of information spread among elderly people regarding awareness of health problem has also been studied. 100 elderly women from each urban, rural and slum areas were taken up for recording observations in each elderly women of three categories of old age groups which were kept for detailed studies. Old age women were taken in aged of 60-69, 70-79 and 80-88 years age groups. Studies of elderly women were mainly planned in health problems. In observational data questionnaire method was applied for deriving the results of the findings. Old age condition of women dominant the weak status in physical health resulting several ailments that they lie down in homes particularly at the last age group of 80-88 years. They were found to see the different ways for passing time specially when the neighbours and relatives gathered in certain occasions at celebrations of functions or festivals. Main cause became normally their food habit which showed 58.33, 54.54 and 44.44 per cent women were affected, maximum in low age group in urban, rural and slum areas, respectively. In visit of doctor they were observed maximum 63.63, 65.62 and 71.42 per cent in low age group women in urban, rural and slum areas, respectively. Similar order was also observed as 50.00, 52.38 and 40.00 per cent in Ayurvedic doctor in urban, rural and slum areas, respectively. High, middle age group's women were less in number in all three areas. The elderly people are being benefitted by the information revolution with reference to their health problems.

INTRODUCTION

Human resource including women is considered as an asset for a country, which plays an important role in economic development and growth. Greater the proportion of young persons and girls in the population of a country become a larger workforce for the nation (9-11, 14-16). In this way it is the economic potential in the country. In this sense India has got an advantage and as such it is considered as a leading nation in the world in terms of human resource and power. The huge population is considered as its strength and it enhances its faster growth for development. But the ageing process is a natural biological reality which has its own dynamics, largely beyond human control. In the recent scenario, populations are growing older in countries throughout the world. While the population of more developed countries have been ageing for well over a century. This process also began recently in most, less developed or developing country like India and it is being compressed into a few decades (4-8, 13).

The number of elderly people residing in the world was estimated about 841 million in the year 2013, which is four times higher than the 202 million that once lived in 1950. The demographic transition with ageing of the population is a global phenomenon which demands international, national, regional and local action. Over the next four decades, India's demographic structure is also expected to shift dramatically from a young to an ageing population resulting in 316 million elderly persons by 2050 (17, 18). The percentage of the elderly population in India increased from 5.4 per cent in 1950 to

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6.1 per cent in 1990 and it was about 8.7 per cent in 2015 and 11.1 percent in 2025, 12.4 per cent in 2030 and 19.6 per cent in 2050. Older population will almost triple by 2050, Several forces are driving India's changing age structure, including an upward trend in life expectancy and falling fertility. It has been observed that old age population rapidly growing in developing countries like India. Therefore it was thought to study the old aged women status in western districts of Uttar Pradesh.

METHODOLOGY

Elderly women have been found to be affected by a large number of problems because increasing life span, ultimately it is generating weakness in physical, physiological, mental deterioration. Unhealthy status of old aged women is inviting various type of difficulties in lifestyle and livelihood. Increasing life span giving unbearable situations for doing day to day work. In fact the elderly women living at aged life of 60 to 69, 70 to 79 and 80 to 88 years become miserable if their caring facilities are not favourable in a regular way. The magnitude of problems are variable from country to country, state to state and region to region. Problems of elderly women in above mentioned age levels are not similar to other parts of the state and region. Preliminary work revealed that problems in western districts of Uttar Pradesh are different in various aspects of social life. Therefore present comparative study of health problems of old age women in western Uttar Pradesh was taken up for studying it during the years 2013 to 2017. The study was planned for carrying out research work in four districts : (1) Baghpat (2) Shamli (3) Meerut (4) Muzaffar Nagar in western part of Uttar Pradesh. In each district 15 villages were sorted out for survey work in certain areas. Three situations of areas were categorised for doing practical survey work. Places of areas were marked as (i) Urban (ii) Rural and (iii) Slum in selected villages in a particular district.

RESULTS AND DISCUSSION

Data summarized in tables 1-4, revealed that information and work of survey through information technology should health problems related to different types and these were categorized as per the different system of body and type of diseases affecting the elderly women in different situations. Old age women suffer from several health problems like pain, Nervous system, respiratory system etc. and other problems like whiteness in old age and diseases like skin disease tuberculosis, urinary problems and mental illness. Respiratory problem was observed urban, rural and slum areas, respectively. Disease like tuberculosis, heart and others were also in old age women of different categories. Situation of elderly women under slum areas was observed beyond imagination. Some of them were found in a position to revive in normal health because of the worst status of health and poverty. They could not get needful treatment or go to any treatment, approach for her health.

In the studies of causes of old age women problems which were observed in different factors related to daily life style first. Secondly there were certain diseases caused by infections and economical conditions due to which they could not get proper treatment in time. It is clearly apparent that main cause became normally their food habit which showed 58.33, 54.54 and 44.44 per cent women were affected maximum in low age group in urban, rural and slum areas, respectively. Similarly life style has maximum 75.00, 57.61 and 50.00 per cent in low age group in urban, rural and slum area women, respectively. It is also clear that the factors were observed in respect of chronic illness and moneyless life i.e. poverty. In case old age women were not getting economic support by family leader or members, their life become help less and certain feelings develop in mind which ultimately create health problems in old age. Informations and contracts with help of technology revealed that weakness in health, accidents happening and under such circumstances they faced the worst situation in villages in poor families. Present findings are in accordance with the results of earlier scientists (17).

Elderly women visited doctors who gave variable suggestion. In visit of doctor they were observed maximum 63.63, 65.62 and 71.42 per cent in low age group women in urban, rural and slum areas, respectively. Similar order was also observed as 50.00, 52.38 and 40.00 per cent in Ayurvedic doctor in urban, rural and slum areas, respectively. In case of visit for a specialized doctor they were

61.53, 50.00 and 66.66 per cent in maximum number in urban, rural and slum areas, respectively. It is also apparent that above trend of doctor, other choice for treatment was found in home treatment in the same order in low age group. In the last they used to avoid the treatment which was recorded 100.00, 57.14 and 60.00 per cent in urban, rural and slum women, respectively. Other research workers also reported such behaviour of old aged women who suffered due to old age.

It was used accepted the advice of doctor for their treatment according to their advice. Acceptance of regular advice taken by women were maximum for their treatment was recorded 58.42, 64.93 and 62.90 per cent in low age group of 60-69 years, in urban, rural and slum areas, respectively. High, middle age groups women were less in number in all three areas. It was observed that sometimes the women like an acceptance for treatment advice and sometimes they use to not accepting the advice and they follow their own idea about the treatment. In third category they never gave their views to accept but deny accordingly. They were recorded 50.00, 55.56 and 50.00 per cent maximum women in low age group 60-69 years age. In fact in serious illness situation would have been the different (Table 3-4).

There were several things for maintaining a normal or good health in life are the prime part of different things available for the betterment in the society. Different things were available for them at short distance which were recorded 70.65, 75.00 and 66.67 per cent in low age group 60.69 years in urban, rural and slum areas, respectively. In second approachable distance women were recorded the maximum 50.00, 67.74 and 65.51 per cent in low age group in urban, rural and slum areas in present investigations (1, 3), respectively. Present findings are in accordance with previous results of the scientists.

Role of Information Revolution

The Present era is the time of Information technology, due to which most of the people are gaining advantages in different field of life, The elderly people who are literate and equipped with modern technologies are getting benefitted with the use of available information through phones, media and internet, regarding their health, They can get any information at their homes. These days online consultation is available. They need not to go for medical references if they are not comfortable going out, The online nutritionists are available for diet consultation. Thus the information explosion is being very helpful for the old aged people.

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Table 1 : Causes of old age women problems

S. No.	Causes of problems	URBAN (n=100*)				RURAL (n=100*)				SLUM (n=100*)			
		High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total
		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year	
1	Food habit	2 (16.66)	3 (25.00)	7 (58.33)	12	6 (27.27)	4 (18.18)	12 (54.54)	22	4 (22.22)	6 (33.33)	8 (44.44)	18
2	Lifestyl	3 (5.76)	10 (10.23)	39 (75.00)	52	5 (20.36)	6 (28.57)	10 (57.61)	21	2 (25.00)	2 (25.00)	4 (50.00)	8
3	Chronic illness	4 (16.66)	12 (50.00)	8 (33.33)	24	7 (20.00)	10 (28.57)	18 (51.42)	35	1 (20.00)	1 (25.00)	3 (50.00)	5
4	Economic condition	1 (20.00)	1 (20.00)	3 (60.00)	5	4 (22.22)	6 (33.33)	8 (14.44)	18	8 (12.90)	12 (19.35)	42 (67.74)	62
5	Accident etc.	1 (14.28)	2 (28.57)	4 (37.14)	7	1 (25.00)	1 (25.00)	2 (50.00)	4	1 (14.28)	2 (28.57)	4 (57.14)	7
	Total	11	28	61	100	23	27	50	100	16	23	61	100

Table 2 : Old age women visiting to doctors

S. No.	Treatments of problems of illness	URBAN (n=100*)				RURAL (n=100*)				SLUM (n=100*)			
		High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total
		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year	
0	Not applicable	2 (18.18)	2 (188.18)	7 (63.63)	11	4 (28.57)	3 (21.42)	7 (50.00)	14	1 (20.00)	1 (20.00)	3 (60.00)	5
1	Visit to the doctor	7 (12.72)	13 (23.63)	35 (63.63)	55	4 (12.5)	7 (21.87)	21 (65.62)	32	4 (11.42)	6 (17.14)	25 (71.42)	35
2	Visit to Ayurvedic doctor	1 (25.00)	1 (25.00)	2 (50.00)	4	4 (19.09)	6 (28.57)	11 (52.38)	21	1 (20.00)	2 (40.00)	2 (40.00)	5
3	After all visit specialized doctor	2 (7.69)	8 (30.76)	16 (61.53)	26	3 (21.42)	4 (28.57)	7 (50.00)	14	0 (0)	1 (33.33)	2 (66.66)	3
4	Use of treatment in home	0 (0)	0 (0)	2 (100)	2	2 (16.66)	3 (25.00)	7 (58.33)	12	3 (11.11)	7 (25.92)	17 (62.96)	27
5	Nothing doing only avoiding	0 (0)	0 (0)	2 (100)	2	1 (14.28)	2 (28.57)	4 (57.14)	7	2 (8.00)	8 (32.00)	15 (60.00)	25
	Total	12	24	64	100	18	25	57	100	11	25	64	100

Table 3 : Accepting the advice of doctor or others

S. No.	Acceptance of Advice	URBAN (n=100*)				RURAL (n=100*)				SLUM (n=100*)			
		High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total
		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year	
1	Regularly acceptance	9 (10.11)	28 (31.46)	52 (58.42)	89	10 (12.98)	17 (22.07)	50 (64.93)	77	10 (16.12)	13 (20.96)	39 (62.90)	62
2	Sometimes acceptance	1 (14.28)	2 (28.57)	4 (57.14)	7	2 (14.28)	4 (28.57)	8 (57.14)	14	4 (16.66)	6 (25)	14 (58.33)	24
3	Never acceptance	1 (25.00)	1 (25.00)	2 (50.00)	4	1 (11.11)	3 (33.33)	5 (55.56)	9	4 (28.57)	2 (21.42)	7 (50.00)	14
	Total	11	31	58	100	13	24	63	100	18	22	60	100

Table 4 : Availability of things for maintaining of health.

S. No.	Available health maintaining things	URBAN (n=100*)				RURAL (n=100*)				SLUM (n=100*)			
		High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total	High age group	Middle age group	Low age group	Total
		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year		80-88 year	70-79 year	60-69 year	
1	These are at short distance	5 (5.43)	22 (23.91)	65 (70.65)	92	0 (0)	1 (25.00)	3 (75.00)	4	2 (11.11)	4 (22.22)	12 (66.67)	18
2	These are at approachable distance	1 (16.66)	2 (33.34)	3 (50.00)	6	4 (12.90)	6 (19.35)	21 (67.74)	31	3 (10.34)	7 (24.13)	19 (65.51)	29
3	These are for away distance	0 (0)	0 (0)	2 (100)	2	6 (10.71)	14 (21.53)	45 (29.23)	65	5 (9.43)	15 (28.30)	33 (62.26)	53
	Total	6	24	70	100	10	21	69	100	10	26	64	100

Information Revolution in Nutrition, Health and Bioinformatics

Deepika Mehra

ABSTRACT

This body is dietary and can not survive due to lack of food, so give food to the person is like giving life to person. Since life has originated on this earth since then, food has been required to feed life. In order to meet this requirement, time to time man has adopted many methods and tools to obtain food. Nutrition plays a vital role in health, genetic predisposition, and disease. Effective prevention and treatment of metabolic disorders require adequate knowledge about the molecular mechanisms responsible for the actions of nutrients and other dietary components on cell metabolism and function.

Focus Areas

Nutrition is the science that interprets the interaction of nutrients and other substances in food in relation to maintenance, growth, reproduction, health and disease of an organism. It includes food intake, absorption, assimilation, biosynthesis, catabolism, and excretion.

Health, as defined by the World Health Organization, is “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” This definition has been subject to controversy, as it may have limited value for implementation.

Bioinformatics is an interdisciplinary field that develops methods and software tools for understanding biological data. As an interdisciplinary field of science, bioinformatics combines biology, computer science, information engineering, mathematics and statistics to analyze and interpret biological data.

Information Revolution in Personalized Health Care

In today's digital world, health care is in a time of major transition. Eighty percent of doctors now have deployed electronic health records. Health information exchanges are starting to share data and undertake analysis that helps people learn in real-time. And patients are getting more engaged with their medical treatment through Internet searches, medical chatrooms, and social media conversations.

Advances in information technology are allowing medical professionals to provide a new level of personalized care.

“The only question is how fast health systems can transition to these new technologies while managing the simultaneous demands of health care reform.”

Amidst the many changes in health care, a quiet technological revolution has moved treatment beyond the doctor's office into the homes and lives of patients. Electronic web-based care management platforms provide personalized on-line wellness, prevention and treatment for chronic diseases like diabetes, depression and substance abuse. These tools improve health quality, the patient experience and overall population outcomes at reduced cost.

Smarter care

Incorporating a user-centered architecture, one such platform provides behavioral self-management tools including automated messaging to patients about nutrition, fitness or medication goals for diabetes and weight management, peer-to-peer community support and real-time access to health providers. Patients and their families can instantly access their care team and health information-helping them adhere to their care plans and goals. These personalized care apps and platforms link

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seamlessly to electronic medical records, providing even greater integration and communication.

This new generation of health informatics improves value-based care by leveraging patient data, which previously was only accessible by querying inpatient and outpatient records, faxed surveys to patients and other miscellaneous health encounters. The fact is most health care occurs between clinical encounters and these new personalized apps and web tools fill this gap.

All of this data allows clinicians and health systems to intervene early to improve care and lower the health care costs of high-risk populations. These interventions include, for example, the ability to send patients care notifications to practice behavioral self-management based upon on-line progress or after unanticipated ED visits. Alternately, patients can communicate with their providers for advice when confronting challenges, for example when managing their diabetes.

A bright prognosis

On the horizon, some developers are even incorporating visual and voice recognition to monitor emotional, cognitive and physiological states. Visual and speech bio-markers provide objective measures that can be correlated with the speaker's mental health status. It is hoped that voice recognition will make it easier for crisis center clinicians to assess depression, imminent suicide risk, military PTSD and traumatized adolescents. All this not only improves health care outcomes, but also results in happier patients who are better understood by their health care team.

The future of web-based chronic disease management is here. The only question is how fast health systems can transition to these new technologies while managing the simultaneous demands of health care reform. For now, comprehensively integrated disease management involving patient, provider and system-generated data holds deep promise for improving patient-centered care.

This is not the end.

It is not even the beginning of the end.

But it is, perhaps, the end of the beginning.

Sir Winston Churchill

Health Informatics

is concerned with the design, development, evaluation, adoption, and application of Health Information Technology (HIT) innovations in healthcare services delivery, management, and planning aiming to improve access to, quality, outcomes, and efficiency of healthcare. Bioinformatics is concerned with the development and applications of informatics methods and tools for analysis, interpretation, modeling, and visualization of complex biological data (including molecular sequence, structure, expression, and interaction Fundata). Brain informatics is concerned with the development and applications of informatics tools and methods for analysis, interpretation, modeling, and visualization of brain data (including connectivity, activity, and behavior).

Areas of Strength

Some areas of strength in Bioinformatics include the development of effective tools for analysis and prediction of protein-protein, protein-RNA, protein-DNA interfaces and interactions, for predicting epitopes and designing vaccines, and for annotating genomes. Some areas of focus in brain informatics include the development and application of methods for analysis and interpretation of brain connectivity and activity data (especially Functional Magnetic Resonance Imaging (fMRI) and Electroencephalogram (EEG) data). Some areas of strength in Health Informatics include development and application of methods and tools for integrative analyses of electronic health records, genomic, and contextual (socio-economic, environmental, and demographic) data for predictive and causal modeling of health outcomes, personalized treatments, design and evaluation of personal and mobile health (mHealth) applications for real time monitoring and detection for heart attack, stress, sleep quality, fall and other medical conditions, healthcare systems engineering, human-centered design interventions, text analytics, network analytics, and machine learning to improve health services delivery.

Healthcare Future

Healthcare quality improvement is an economic and moral necessity. The transformation, which is needed to improve productivity and effectiveness, will rely on computer interoperability to deliver information when and where required, support soundly-based decision-making, eliminate unnecessary repetition, reduce delays and avoid errors. Harnessing millions of data points to gain new insights is the central promise of data analytics. In health analytics, outlines of its potential are only beginning to take shape. The breadth of possibilities spans from supporting evidence-based medicine, maximizing research potential, and improving patient information, to linking data already collected, managing population health, engaging patients as health partners, and introducing valuable efficiencies. Several companies and health systems are already exploiting the power of health information, and more innovation is on the horizon. Nonetheless, obstacles remain to make the crucial leap from a system with a reputation of resisting information technology to a system that masters it to realize better care, improved population health, and reduced costs.

There are substantial opportunities to move health care into an evidence-based model using health information technology, social collaboration, and advanced data analytics. Yet there remain a number of challenges in order to gain the benefits of the information revolution.

Ideas and policy recommendations for the future of health care include

Utilizing big data tools: These tools are vital for the future development of medicine as they allow databases to be stratified and randomized and speed up the research process.

Increasing interoperability and tracking patients across health care systems: Advancing data sharing networks integrates information from different sources and creates a 360 degree outlook on patient conditions.

Improving consumer education: The quality of interface design and user friendliness of medical applications of hand held devices can encourage patients and physicians to increase their level of use.

Implementing a diverse set of records with online patient access: A well-designed health records system would enable patients to electronically record, store, monitor, and share many different kinds of health related data such as diet, exercise level, and blood pressure.

Ensuring privacy: Our technology is ahead of the culture and this poses certain risks in how we handle consumer information. New policies and regulations should ensure that medical data is only used for their intended purpose with patient consent.

Recognizing the reality of third party consultations: As medical care gets more complicated, patients may turn to third parties for health advice. Consumers should be provided with enough information to educate themselves about risks arising from new players and practices.

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Artificial intelligence : Bright and Dark side

Deepti Bajpai

ABSTRACT

Impact of science on humanity is well known. Science and its inventions has provided an unalloyed blessing. However, if we go little deeper, disturbing sign too appear. Artificial intelligence, one of the mysteries of science has undoubtedly provided us with the benefits that are beyond our imagination. Who would have thought of such comfort that we are experiencing is just because of AI. Technological advances in artificial intelligence are expected to spread in all areas and they have an impact on health, security, economics and governance. Artificial intelligence can impose great impact on our society by improving decision-making abilities and improving human life. However, these comforts hide the most horrifying side of artificial intelligence that paves the way to our extinction! AI have given a new identity to humanity but at the same time it alarms us that human race might face with same fate that the dinosaurs faced. Evolution, the principle of life may saw a new species of machines taking over Earth if we persist on the support of AI.

INTRODUCTION

Human have the most powerful brain on this planet and all the wonders we see around us are the gift of our brain only. The most fascinating and surprising element of it is that we are only using around 5% of our brain, so think what it would be like when human start using 70 or 80% of the brain, well the answer is unknown.

When somebody asked, is it possible to see someone from thousands of kilometers away - the answer was “no” a century ago, but we have now TV and Internet. It not surprising now to have such facility through Internet, one of the greatest wonder and invention of science that made us accessible to full of knowledge and verity.

Artificial intelligence is yet another forwarding step of science and technology. In today's world, this is most mysterious and talked about human invention. It is now becoming an integral part of our futuristic life. Artificial intelligence or AI is an effort to stimulate human sense. In simple words, it's the ability to think and learn on an artificial level. Voice and face recognition, artificial assistance and robots are some examples of AI. But on the broad label, the ability to think and react according to the situation by the machine gives us a view of AI.

BRIGHT SIDE OF ARTIFICIAL INTELLIGENCE

These days we come across many machines that use AI, so the benefit we had achieved is uncountable. In fact, it had made our life so easy and convenient that it cannot be image in the life without these special machines. From automated cars to robot butlers, it's easy to imagine the ways advanced AI has make our lives easier, counting some of the benefits we are enjoying:

Error Reduction

Artificial intelligence helped us in reducing the error and increased our chance of reaching accuracy with more precision. It demonstrates and shows best possible results using its complex algorithms and helping us to correct our approach well before to reach desired result. This is more like seeing future.

AI doesn't just operate using a task-based system; it's smart enough to accurately interpret

how data can be used. AI can be tailored to analyze data patterns in analytics to accurately predict your next best move. The accuracy of AI helps reduce errors while using current data to generate even more data.

Explorations

Robots with artificial intelligence are frequently used in many difficult explorations where human reach is very difficult. These machines can be used for exploring the deep ocean floor and hence overcome human limitations.

Steve Chien and Kiri Wagstaff of NASA's Jet Propulsion Laboratory have predicted that in the future, the behavior of space probes will be governed by AI rather than human prompts from earth.

The benefits of using AI to control space-exploring robots have been demonstrated by missions that are already underway. Both the Spirit and Opportunity rovers, which were launched back in 2003, had an AI driving system called Autonav that allowed them to explore the surface of Mars.

Daily Applications

We all have GPS enabled smartphones, smart camera, personal assistant like Google Assistant and Siri and no wonder we all are using them daily. Did you ever noticed your Google Map let you know when you will be reaching home, or your smart phone predicts in advance what you are going to type and correct your spelling error. Isn't that cool. Now what's interesting is that they all works on concept of artificial intelligence.

Medical Science

Artificial intelligence has laid down its step in medical field too. We usually come across news where robot had done a surgery. This is most important and in fact the best advantage of AI. Robotics is often used in helping mental health patient to come out of depression. A popular application of AI is radiosurgery which requires uttermost care. Hence, it had been useful in treatment which were considered difficult through human hands.

One of the most interesting ways to apply AI is helping those with disabilities and making their lives easier. For example, researchers have been using language software developed by IBM Watson, the company's AI supercomputer, to create Content Clarifier. It uses machine learning and language processing to help people with autism or dementia to interact better with language and the world. In practice, this looks like replacing figures of speech and metaphors with plainer language, as well as breaking up lengthy sentences. Simple, but effective, this is the kind of AI that could really change lives.

DARK SIDE OF ARTIFICIAL INTELLIGENCE

That said, with all these advantages this leaves us to the most horrifying and dark side of AI also. Some of the greatest thinkers of our time, including Stephen Hawking, Elon Musk and Bill Gates, aren't quite sure. Last year, Hawking went on record saying AI could be the last major event in our history - unless we learn to avoid the risks. But what exactly are those risks? And how can we avoid them? That's where things get a little hazy.

In past year, technologists at MIT published an article, "The Dark Secret at the Heart of AI," noting - regrettably - no one, even the best minds on the planet, really understands how artificial intelligence works. How can we ensure the technology never goes wrong if we don't understand how it goes at all? In truth, there are many well-founded fears surrounding AI, but there are also many potential promises.

Another, the most visible area where AI holds a lot of promise is cybersecurity. But this area also has some of the highest potential for fallout. This is because the same approach that is applied for cybersecurity is used by the dark side to bypass that security. In fact, sometimes it is easier for the hacker to break security using AI than it is AI to set up a good security screen.

As global experts continue to refine the technology behind artificial intelligence (AI), many also continue to debate whether that technology will help - or hurt - human society. Human have rule

the world not just because they were the quickest learner or intelligent among all other species but because they were also smartest among others. On same line, when Artificial Intelligence will become more smart and intelligent than humans, machines will become capable of outsmarting humans in every field. However, today AI is in its early stage. But at the pace we are progressing it will not be surprising to say that AI would surpass human intelligence by just end of 21st century only.

According to the Hindu mythology, humans have taken birth just to do work and serve God but now human start assigning a work to robots so in a sense it wouldn't be wrong in saying that we are approaching towards our end as we fail to do the job for which we were created.

Charles Darwin, the father of evolution stated, "only the fittest can survive". History of evolution said that only that specie can survive who is the best adapted in the environment. Robots being more powerful, both physically and mentally than humans, can be one of the cause of extinction of human race. From the earliest time we had learnt from our mistakes and made us rule the earth just because of our brain and now we have given the brain to the Machines.

Some of the example where AI shown its dark side were, Last year in May, a report highlighted that an AI-generated computer algorithm used by a US court for risk assessment was biased against black prisoners. The program asserted that blacks were twice as likely as whites to reoffend in the US. This conclusion was a result of the flawed or skewed train data that it was learning from. Predictive policing algorithms were spotted to be biased in results, due to the flawed or skewed historical crime data on which they were trained.

Yet another example, were a study analyzed the software trained on Google News which had become sexist due to the skewed train data it was learning from. This came to light when the software was asked to complete the statement, "Man is to computer programmer as woman is to X", and the software replied 'homemaker'

There is no mathematical way to create fairness in machine learning. Experts' believe that it comes no surprise that algorithms are picking up the opinions and mental biases of the humans who are training them.

Artificial intelligence has engulfed us these days – Google recently displayed AI making a phone call with a voice impossible to distinguish from a human voice, while fellow Alphabet firm Deep mind is not left behind and has made algorithms that can train themselves to play complex games. Scary isn't it!

There are yet many benefits of AI that might have made us more powerful, but we must not forget that it is only our brain which had made are so powerful and by giving this brain to the machine just to make are life easier can be the cause of our extensions.

CONCLUSION

While AI is being increasingly deployed wide across a variety of domains, from personal digital assistants, email filtering, fraud prevention, voice and facial recognition and content classification to generating news and offering insights into how data centers can save energy, but like every coin has two sides, AI also has good and the evils side if left attended with closed eyes.

In the near term, the goal of keeping AI's impact on society beneficial motivates research in many areas, from economics and law to technical topics such as verification, validity, security and control. Whereas it may be little more than a small nuisance if your laptop crashes or gets hacked, it becomes more important that an AI system does what you want it to do if it controls your car, your airplane, your pacemaker, your automated trading system or your power grid. Another short-term challenge is preventing a devastating arms race in lethal autonomous weapons.

In the long term, an important question is what will happen if the urge for strong AI succeeds and an AI system becomes better than humans. As pointed out by I.J. Good in 1965, designing smarter AI systems is itself a cognitive task. Such a system could potentially undergo recursive self-improvement, triggering an intelligence explosion leaving human intellect far behind. By inventing revolutionary

new technologies, such a superintelligence might help us eradicate war, disease, and poverty, and so the creation of strong AI might be the biggest event in human history. Some experts have expressed concern, though, that it might also be the last, unless we learn to align the goals of the AI with ours before it becomes super intelligent.

There are some more question whether strong AI will ever be achieved, and others who insist that the creation of super intelligent AI is guaranteed to be beneficial. We recognize both possibilities, but also recognize the potential for an artificial intelligence system to intentionally or unintentionally cause great harm. We believe research today will help us better prepare for and prevent such potentially negative consequences in the future, thus enjoying the benefits of AI while avoiding pitfalls.

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Use of Information in Entrepreneurship and Management

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ABSTRACT

Twenty first century is expected to change the entire scenario of information science. The present information age is going to face much more challenges due to rapid technological advancements which will create new wave of opportunities for using information. Societies and individuals who are able to operate on computer based tools and related software, are able to develop softwares suiting emerging challenges and have developed skills to analyse the avalanche of data are getting into higher and higher pay brackets. Those who are not able to cope with the digital tools and remain illiterate in digital language are being pushed down the ladder in the job market. Information plays an important role in an entrepreneurship and management because it guides every decision-making and problem-solving processes. Modern technology can significantly boost company's performance and productivity. With an information system, business can save time and money while making smarter decisions. A company's internal departments, such as marketing and sales, can communicate better and share information more easily. since this technology is automated and uses complex algorithms, it reduce human error. there are different types of information systems and each has a different role. Business intelligence (BI) system, for instance, can turn data into valuable insights. And organizations can also use enterprise resource planning (ERP) software to collect, manage and analyze data across different area's from manufacturing to finance and accounting. Therefore, IT tools should be used as supporting of the work of managers in organization. There would be issues relating to privacy of individual, states and businesses which would need to addressed as best as the technology can assist.

INTRODUCTION

The acquisition of information from one or more sources, the custodianship and the distribution of that information to those who need it, and its ultimate disposition through archiving or deletion. The information is necessary for the effective leadership in particular, the control function. And the quality of information affects the efficiency of decision-making. Lack of information can lead to serious problem and prevent the success of the organization. Businesses can research the market through the use of secondary data, this is extremely useful as it provides business with in-depth knowledge about markets before penetrating them. Successful management of any large organization requires extensive and effective use of information. The quantity and quality of the information affects the efficiency and rationality of every decisions in organization. Information plays an important role in an organization because it guides every decision an organization makes or expects to make. Thus, information is important in the decision-making and problem-solving processes, and without the right information, organizations are bound to make mistake in these key processes. An organization needs to have information about its strengths, Weaknesses, Opportunities, and Threats in what is known as a SWOT Analysis. The main idea of a SWOT Analysis is to ensure the organization known its internal and external position in order to secure and grow its business. The information is also important because it helps the organization devise better strategies for dealing with their competitors. A customer analysis helps the organization understand the people it serves by getting to know their needs, perceptions, and preferences among other key customer variables. The information then ensures that the organization offers the right products or services that would adequately address the needs of their customers. The organization also needs to

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understand their suppliers and their ability to provide the required products or services required for the existence of the organization. This information helps organization deal accordingly with situations of surplus and shortage.

Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.

Now we can see that information technology has become very important in today's world, because it helps in simplifying daily work. Therefore, most of the many business uses of information technology in business process to improve business performance and make a successful business.

Information system many organizations work with large amount of data. Data are basic values or facts and are organized in a database. Many people think of data as synonymous with information; however, information actually consists of data that has been organized to help answers questions and to solve problems. An **information system** is defined as the software that helps organize and analyze data. So, the purpose of an information system is to turn raw data into useful information that can be used for decision making in an organization. At the most basic level, an information system (IS) is a set of components that work together to manage data processing and storage. Its role is to support the key aspects of running an organization, such as communication, record-keeping, decision making, data analysis and more. Companies use this information to improve their business operations, make strategic decisions and gain a competitive edge.

Why Information System are Important to Entrepreneurship

Operational excellence- business can constantly improve their efficiency of their operation in order to achieve higher profitability. They can do this by constantly having the correct amount of stock in store so consumers can always get what they want.

New product services and business models - information systems plays a major role for businesses in creating new products and services. New business models can be created and these can describe how a company produce, create and sell their products.

Customer and supplier intimacy - the better services a company provides its consumers with more likely they are to come back to them and as result the more they will buy off the supplier therefore creating a good relationship with both parties.

Improved decision making- information system make it possible for managers to use real time data when making a decision to therefore make better decisions and not have to waste time looking for information.

Competitive advantage- if companies achieve any of these reasons to use information system they will generally create a competitive advantage over their rivals.

Day to day survival- business invest in these system to make their jobs as easy as possible. An example is Citibank introduced the first ATM machine to make it easier for customers to access their money and to cut down queues in their banks.

ROLE OF INFORMATION TECHNOLOGY

Information technology has become very important in business world. No matter small or big business, IT has helped the organization, manager, and workers in a more efficient management, to inquire about a particular problem, conceive its complexity, and generate new products and services; thereby, improving their productivity and output. Information technology can help through:

Communication – In the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site.

Inventory Management – Organizations need to maintain enough stock to meet demand without investing in more than they require. Inventory management systems identify the quantity of each item a company maintains, an order of additional stock by using a way of inventory management. It is become more important because organization need to maintain enough stock to meet customer demand. By using IT in inventory management, it also will help in track quantity of each item a company maintains, triggering when it comes to managing inventory.

Management information systems – Information data is very important for an organization and a valuable resources requirement for the safe and effective care. Data used is as parts of a strategic plan for achieving the purpose and mission. Then the company should use the management information system (MIS) to enable the company to track sales data, expenditure and productivity as well as information to track profits from time to time, maximizing return on investment and recognize areas of improvement.

Customer relationship management – Companies are using IT to improving the way of design and manage customer relationship. Customer relationship management (CRM) systems capture every relations a company has with a customer, so that a more experience gain is possible. If a customer makes a call to centre and report an issue, the customer relation officer will be able to see what the customer has purchased, view shipping information, call up the training manual for that item and effectively respond to the issue.

ADVANTAGES OF INFORMATION TECHNOLOGY

Since the computerized system so widely used, it is advantageous to incorporate information technology into the organization. Information technology provides tremendous benefits to the business world such as allowing the organization to work more efficiently and to maximize productivity. Among the advantages of information technologies in business are -

Storing and protecting information- information technology helps in storage system of important data or document to protect company's valuable records. Storage system, such as vaults, it can help via keep information safe by only allowing certain users within your company to access, withdraw, add or change the documents.

Boost company's performance and productivity- modern technology can significantly boost company's performance and productivity. Information systems are no exception. Organizations worldwide rely on them to research and develop new ways to generate revenue, engage customers and streamline time-consuming tasks.

Automated processes- each organization to find ways to do more work in a short amount of time. Therefore, the efficiency of information technology by developing automated processes to take the burden off your staff.

Save time and money- with an information system, businesses can save time and money while making smarter decisions. A company's internal departments, such as marketing and sales, can communicate better and share information more easily.

Working Away:- information technology systems can access the remote network electronics company. It allows one to work from home or anywhere. For this, it will help in increasing productivity even physical work has been done in the office.

Communication:- in the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site. It means we can communicate with our employees, supplier and customers in anywhere.

Reduces human error:- since this technology is automated uses complex algorithms, it reduces human error. furthermore, employees can focus on the core aspects of a business rather than spending hours collecting data, filling out paper work and doing manual analysis.

USES AND APPLICATIONS

There are different types of information systems and each has a different role.

Business Intelligence (BI)

Business intelligence systems, for instance, can turn data into valuable insights. this kind of technology allows for faster, more accurate reporting, better business decisions and more efficient resource allocation. Another major benefit is data visualization, which enables analysts to interpret large amounts of information, predict future events and find patterns in historical data.

Enterprise Resource Planning (ERP)

Organizations can also use enterprise resource planning (ERP) software to collect, manage and analyze data across different areas, from manufacturing to finance and accounting. This type of information system consists of multiple applications that provide a 360-degree view of business operations. Net Suite ERP, peopleSoft, Odoo and intacct are just a few examples of ERP software.

INFORMATION SOURCES

Use following information sources for decision making process that are inside the company.

- » Internal statistics
- » IT department
- » Business library
- » Finance department
- » Market research

Use following information sources for decision making process that are outside the company.

- » Research publication
- » Press releases
- » Media
- » Internet
- » Social media

ROLE OF INFORMATION IN MANAGEMENT

- » The information is necessary for the effective leadership in particular, the control function.
- » The quality of information affects the efficiency of decision-making.
- » Lack of information can lead to serious problem and prevent the success of the organization.
- » IT tools should be used as supporting of the work of managers in organization.

The availability of businesses of accurate and specific information about consumers brings all of us better products at lower costs.

- » The fact that information has the value leads to important points about how businesses will generally treat personal information about consumers. Accurate consumer information gives a business an advantage over its competitors, allowing it to create better products and make them known to customers more efficiently.

EFFECTIVE USE OF INFORMATION

Effective information management requires a company to encourage proactive information behaviors and values among all employees about using and sharing what they know with each others, develop information-processing practices linked to business strategies and external market realities, and invest in IT for management and innovation support, not just for running processes and operations.

The IC Optimization Effect

High performing companies have systematically developed information capabilities (IC) over time. With the right quality and quantity of information, knowing how to use it appropriately, and operating more efficiently and effectively than the competition, these companies successfully sense, manage and proactively react to any potentially complex situations- internal or external.

With today's digital capability to access information anywhere, anytime, many companies substitute good information management for the movement of people, paper and products across geographical areas, time zones, markets and organizational boundaries. Physical processes have been replaced with electronic ones, and rigid organizational structures with more flexible virtual people networks. This is called the IC optimization effects and it happens when a company uses information capabilities to eliminates inefficiencies and achieve cost saving as well as add value.

There are five key areas where optimizing the use of information in a business can provide cost and value advantages.

Organizational Structure - Information capabilities can play an integral role in eliminating redundancy or unnecessary layers in an organizational structure. By streamlining processes, minimizing management layers, facilitating communication and improving monitoring, IC can

help create more agile and flexible organizational structures.

Processes - Companies are continually looking at ways to make their processes more efficient and ultimately more effective. Processes include manufacturing products, processing orders, delivering products, customer servicing, as well as creating new products, and dealing with back-office processes, such as accounts payable and receivable, payroll, expense reporting and recruiting.

Not only can IC reduce costs by streamlining processes and replacing physical processes with electronic ones, it can also boost operational effectiveness by coordinating similar tasks across functions and disparate channels so that everyone in a company is working together toward a common goal – such as serving the customer.

People - companies can also optimize people resources by investing in information capabilities. with the right people, technology and processes, companies can reduce the number of people needed to achieve the same desired business results. In addition, IC makes information processing less costly by creating common “social conventions” and standardizing ways of collecting and communicating information. This allows for more efficient management of projects and control of functional tasks.

Using people efficiently is just one part of the equation IC can also enhance people’s jobs by increasing communication, coordination and access to information and knowledge. By providing tools for continuous online training, a company can improve people’s performance and understanding of the business. This helps create a shared culture where people work together, learn from mistakes and leverage the expertise of fellow employees.

External Relationships- External relationships with customers, partners, suppliers, joint ventures and/or alliances have increasingly become important in creating a competitive advantage by pooling knowledge and expertise inside and outside the company and by being able to reach global markets. Forming a close supplier relationship is critical in the retail world where out-of-stock occurrences can severely damage margins and profits.

IC can play an integral part in improving communication and coordination between a company and its external partners, thus decreasing the costs related to overproduction or underproduction.

Companies with mature IC are able to collect and analyze customer data efficiently and quickly, enabling them to act on that information effectively by providing customers with tailored products or services - creating value and brand loyalty. Companies that can provide a more personalized interaction with customers generally have higher customer satisfaction and retention rates.

Financial management:- The more efficient companies are at collecting cash or at avoiding excess inventory, the more cash they can generate. Companies that effectively manage information are most often the ones that evaluate investment risks, achieve optimal returns, leverage their global wealth, and manage the balance sheet better than the competition.

By making operations more efficient, companies can liberate liquidity that has been tied up in inefficient resources and use it to create value and invest in new opportunities. The ones with the right cash flow information can focus on how to make their cash management more efficient, ultimately increasing their bottom lines.

CONCLUSION

The study shows that the progress in many of the basic computing and information technologies has been rapid in recent years, as more the information is digitized, it becomes more important for an entrepreneurship and management. Advanced information systems ensure the rapid, accurate information, storing and protecting information, and automated processes. Many businesses, using information technology is the goal to make a business become more successful, because the speed gain and share information using a particular technology and makes a business can improve performance and productivity. And helps management in making better decisions and not have to waste time looking for information.

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Analytical Study of Information Explosion and Its Psychological Impact

Sanjiv Kumar

ABSTRACT

Information revolution sweeping the world has brought about information explosion at an unprecedented scale so much so that storage and retrieval of the available data is becoming challenging and problematic. The concerning impact of this information excessiveness is that now this problem is negatively affecting and destructively intervening in the Psychological balances of the human personality. The researcher in his study title “Analytical Study of Information Explosion and its Psychological impact” has in his first chapter analysed the meaning, definition and historical perspective of information Explosion. In the second section of the study the researcher has explained the Major and Primary determinants of information explosion. In the third section of the study the psychological impacts of information explosion has been discussed. The Fourth section of the study gives the behavioural solutions to control the negative impact of information explosion on humans.

On the above mentioned title of the study, the researcher has decided to classify his study under below mentioned topics.

1. Meaning, definition and historical perspective of Information Explosion.
2. Major Determinants of Information Explosion.
3. Psychological Impact of Information Explosion.
4. Behavioural solutions to control the negative impact of Information Explosion.
5. References.

Meaning, definition and historical perspective of information Explosion-

The Online Oxford English Dictionary indicates that the phrase “Information Explosion” was first used in the “New Statesman” article in March 1964. In another justification some scholars believe that the term was first used in “The New York Times” editorial content by Walter Sullivan in June 7, 1964, in which he described the term as “much discussed.”

Information explosion is a term used to explain the continuously multiplying quantity of published information and the impact of this abundance of data. As the quantity of available information grows, managing the information becomes more difficult, which can lead to information overburden or information overload. Information overload refers to the state of having too much information to make a decision or remain informed about a topic. The term was first used in 1970 by Alvin Toffler in his book “Future Shock”.

In Future Shock published in 1970, a Sociologist and Futurologist Alvin Toffler describes the overwhelming flood of information and labeled it as an “information overload.” This change will overwhelm people because the accelerated rate of technological and social change will leave them disconnected and cause “shattering stress and disorientation”—future shock. Toffler states that the majority of social problems were symptoms of the future shock. In his discussion of the components of such shock, he also coined the term “information overload”.

Information overload (also known as infobesity, 1. Infocitation, 2. Information explosion 3. Is a term used to describe the difficulty of understanding an issue and effectively making decisions when

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one has too much information about that issue.[5] Generally, the term is associated with the excessive quantity of daily information. Information overload most likely originated from information theory, which are studies in the storage, preservation, communication, compression, and extraction of information.

Information theory studies the quantification, storage, and communication of information. It was originally proposed by Claude E. Shannon in 1948 to find fundamental limits on signal processing and communication operations such as data compression, in a landmark paper entitled "A Mathematical Theory of Communication".

Hence, Information overload is associated with the over-exposure, excessive consumption, and input abundance of information and data.

Major Determinants of information Explosion-

- a. A rapid increase in the production rate of new information
- b. The ease of duplication and transmission of data across the Internet
- c. An increase in the available channels of incoming information.
- d. Large amounts of historical informations are there.
- e. Contradictions and inaccuracies in available information
- f. A low signal-to-noise ratio (informally, the ratio of useful information to false or irrelevant data)
- g. A lack of a method for comparing and processing different kinds of information.

Psychological impact of Information Explosion-

1. Overload of information due to Information Explosion can increase the stress level of the individual. The following changes in personality are common to observe in people who are stressed -
 - a. Irritability
 - b. Hostility
 - c. Frustration
 - d. Anger
 - e. Aggressive feelings and behavior
 - f. Decreased interest in appearance
 - g. Decreased concern with punctuality
 - h. Obsessive/compulsive behavior (trying to cope with unwanted repeated thoughts or obsessions, by engaging in compulsive behavior rituals such as counting, checking, washing, etc.)
 - i. Reduced work efficiency or productivity
 - j. Lying or making excuses to cover up poor work
 - k. Excessively defensiveness or suspiciousness
 - l. Problems in communication
 - m. Social withdrawal and isolation
 - n. Impulsivity (expressed as impulse buying, gambling, sexual behavior, or similar) Research suggests that chronic stress can lead to or exacerbate mood disorders such as depression and anxiety, bipolar disorder, cognitive (thinking) problems, personality changes, and problem behaviors.
2. Overload of information due to information explosion can break the Mental Focus of the individual. ADHD (Attention deficit hyperactivity disorder) is a disorder that makes it difficult for people to control their behavior and/or pay attention.

Symptoms of ADHD

The primary symptoms of ADHD are focusing difficulties, hyperactivity (excessive activity), and impulsivity (acting before considering the consequences).

The three main categories are -

Inattentive - difficulty focusing or staying focused on a task or activity

Hyperactive-impulsive: excessive activity and impulsivity Combined: focusing problems plus excessive activity and impulsivity

3. The Power of Attention can be disturbed due to overload of informations.

4. As per the studies of Dr. Hemp information overload is deteriorating the focus, attention and intelligence level of the individual.
5. As per the study of Dr. Loder information overload is making desensitized individuals. In addition to this people's begin to struggle with stress, self-esteem, self-worth, physical health issues, fatigue and exhaustion, memory issues and attention problems.
6. As per Dr.Wahnon "The digital age has monopolized our attentions,our emotions,our physical health,our spiritual health and our mental health."
7. Dr.M. Kumar has said that "Neuroscience had proven that multi-tasking is basically an illusion and rationalization that we tell ourselves to enforce how productive we are."
8. As noted in Levitins article regarding information explosion "We are losing our compassion,our humanity,our common courtesies, boundaries, respect and other things that keep us connected."
9. Dr.Schwarz has discussed the chemical changes that technology has on our brains.
10. Dr. Allen Rya has mentioned in his article that "We are underestimating the assault that information overload has on our senses.Continuous overload put us at risks for mental and physical disorders and diseases as stress, anxiety, negative self-talk and self-made escalates.
11. As per Dr. Sanjiv Kumar view point Information overload has a negative correlation with the ability to discriminate and select.
12. Information overload is minimising the ability to adjust with the environment.
13. Information overload has a negative impact on Span of Attention.
14. As per Dr.Ramakanti "Information overload can disturb the ability of Retention,Recall and Recognition".
15. According to Mohd.Waqar Raza "Information overload can disturb the of Sensory Memory Cycle of the individual."
16. According to "National Institute of Mental Health (U.S)" excess of online information can create Anxiety disorders which can leads to below mentioned impact on mind -
 1. Feeling tense, nervous or unable to relax.
 2. Having a sense of dread, or fearing the worst
 3. Feeling like the world is speeding up or slowing down
 4. Feeling like other people can see you're anxious and are looking at you.
 5. Feeling like you can't stop worrying, or that bad things will happen if you stop worrying.
 6. Worrying about anxiety itself, for example worrying about when panic attacks might happen.
 7. Wanting lots of reassurance from other people or worrying that people are angry or upset with you.
 8. Worrying that you're losing touch with reality
 9. Rumination - thinking a lot about bad experiences, or thinking over a situation again and again.
 10. Depersonalisation – feeling disconnected from your mind or body, or like you're watching someone else (this is a type of dissociation)
 11. Derealisation – feeling disconnected from the world around you, or like the world isn't real (this is a type of dissociation)
 12. Worrying a lot about things that might happen in the future.

Behavioural solutions to control the negative impact of information Explosion.

We are undoubtedly curious and hungry for information as it is easy to access anytime and anywhere. Whatever idea pops up into our mind, we want details about it and we check as many sources as we can. But knowing the risks we expose ourselves to, we should opt for strategies & solutions that will ensure a normal function of our brain.

1. Use Information filtration theory

Read and listen only to the information you consider useful for today or if it enriches your knowledge. Otherwise, ignore irrelevant information like news, gossips, talk-shows, etc.

2. Select the the Reliable and Valid Resource

It is always great to hear different opinions, but more does not mean better or truer. Select only the reliable sources and stick to them.

3. Restrict yourself

Is it really necessary to read the news every morning or update your posts daily on Facebook? Set some time limit and do not spend more than 10 minutes a day checking your social media or the gossip you hear about your favorite celebrity.

4. Set your priorities

Some activities are more important than the others. Do not overload your schedule with plenty of activities that require your maximum attention. First, finish the most important one and if time allows, do the others.

5. Choose your conversations

Some people can leave you emotionally or mentally drained. Some may like to talk too much and give you as many details as possible while others will simply pass their problems to you. Your time and energy are limited, so spend them wisely.

6. Learn to Refuse.

If some tasks are out of your league or you feel like drowning in work, do not be afraid to refuse. An extra amount of work will reduce the efficiency and quality of your cognitive performance. This, in turn, will not bring the results you expect.

7. Do the right thing!

Year after year, the number of young people who suffer from stroke increases. According to scientists, one of the explanations of this worrying phenomenon is the overstimulation of young people's brains because they have too many responsibilities.

Thus, experts suggest that we should re-energize our neurons and increase their resistance to damage by doing 4 simple things: physical exercise, sleep, hydration and outdoor activities.

8. Spend some time alone

What else can refresh your brain better than spending some time alone? Give yourself a break and put your thoughts into order by simply doing nothing, away from the noises, Internet and people. Are you experiencing the symptoms of information overload? If yes, what methods do you use to find a psychological equilibrium?

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Information Explosion in Today's World

Shikha Rani

ABSTRACT

Without internet we can not survive. Today every information under the tip of our finger. We can use internet facility in all walk of our life. Internet explore show us the vast world while sitting our room or doing any other work. We can access knowledge in different subject without any pain. Now a days internet explore has a lot of scoop. With its help we can book air ticket, railway ticket and hotel etc. without standing in a line. Information explosion is a boon of mankind.

Introduction

Information is not Knowledge. Knowledge is acquired only when one is able to understand, interpret, synthesize. Information productively, toward some valued purpose.

The industry is buzzing right now with talk of “the information explosion”. In talking to customers and digging a little deeper, it seems that the trend of unmanageable and extreme data growth is largely the fault of “unstructured data”(email, video, social media, backups, power point are all cited regularly is chief culprits) According to American Library association, “All ideas, facts, and imaginative works of the mind which have been communicated, recorded, published and/or distributed formally or informally in any format is called information”.¹

However, recent experience has shown us that simple assessment of current storage assets and their associated data sets can almost immediately uncover opportunities to save money and offset the need to buy more expensive hardware. I suggest that we should make sure that the basics are in place before we turn to new technologies to solve the problem of “the information explosion”.

Information Explosion

Today we live in a competitive world, which is rapidly evolving, where everyday life is dependent on information and knowledge play a vital role for serving the people with the necessary information. The term “Information” refers to “any communication or representation of knowledge such as facts, data or opinions in any medium or for, including textual, numerical, graphic cartographic, narrative or audiovisual forms.

The information is the backbone of every system. The flow of information has changed the way of living in the world. Every morning when, we read a newspaper having so much information we come to know the latest happening in the world. News Stand for N-North, E-East, W-West, S-South. All our railways, Air and even sea networks are connected with the help of information technology. “The Information explosion is the rapid increase in the amount of published information or data and effects of this abundance.”² “As the amount of available data grows, the problem of managing the information becomes more difficult, which can lead to information overload. The online oxford English Dictionary indicates use of the phrase in a March 1964 New statesmen article.”³ The information is very vital and important for running these system smoothly. If we do not receive information for one minute it may result into a big disaster.

In case of banking, we transact any amount of money from one place to another with the help of E-Commerce. We can purchase any thing online with help of debit and credit cards. This has made our lives more simple. Similarly, if we want to travel around the world we can book airline ticket

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online and even book rooms in hotel. All this increases the living standard of the people and also provide employment as well as education in different part of the world which result in the development of an economy. Thus, information technology has made a tremendous development in respect of our approach at a mass level. There has been a continuous revolution in generation transfer and communication of information.

The information literacy is important for today's learners. It promotes solving approaches and thinking skills asking questions and seeking answers, finding information, forming opinions evaluating sources and making decision fostering successful learners.

Impact of the information explosion on management innovation -

There have been dramatic effects of information explosion in many areas of business, organizations, business Practices and external images of the company can be significantly influenced by the use of information technologies. What impact has all this had on the practice of management. For most of the managers, information technology is, at best an essential but rather complex tool for improving the efficiency of business operations. At worst, it is a source of problem, failed expectation and confusing jargon. "Even though the abundance of information can be beneficial in several levels, some problems may be of concern such as privacy, legal and ethical guidelines, filtering and data accuracy."⁴

Using information technology, business have the ability to view changes in the global markets for faster than they usually do. They purchase software packages and hardware that helps them get their job done. Technology is a very hard thing to define because it is such a large area. Technology – is the use of knowledge to turn resources into goods and services that society needs and wants. Technology is the practical from of scientific knowledge or the science of application of knowledge to practical. Information is growing sharply, making it difficult for people to stay informed (information explosion). Information Technology are both a cause, and a solution to, the problem of information explosion.

(I) Importance of information technology in business-

With the introduction of computers & software businesses use information technology to ensure that their department run smoothly. They use information technology in a number of different departments including human resources, finance and security.

Information technology has allowed business to keep up with the supply and demand as continuous grow more anxious to have their items instantly. Using information technology, business like Amazon are working to help busy consumers do their grocery shopping. Just a few clicks on a website allows the consumer to submit an order and information technology sends that order to the company.

(II) The Importance of Information Technology on Education -

The world of education is changing as the modern world continues to grow. With so much progress, the education should reach students in new ways so that students are prepared for future. The students of today are the leaders, inventor, teachers and businessman of tomorrow. Without the proper skills, these Student will not be able to prepared as needed to survive.

Information technology plays key role in students being able to keep their jobs and go to school. Now, school offer online classes that can be accessed on computers or laptops, tablets and even mobile phones. No doubt there are additional references in academic texts and journal papers (Google Scholar lists six) but I do believe that should this subject grab your interest, you may indeed find that you could reach a point where you were comfortable that you were aware of all that is known on the topic.

Teachers need to be prepared up to date with information technology. The technology has the ability to enhance relationships between teachers and students.

When teachers effectively integrate technology in to subject area, teacher grow in to roles of

adviser, contact expert and coach. Thus technology helps to make teaching and learning more meaningful and fun.

(III) Importance of information technology in finance -

Information technology might be working its hardest with internet transaction. As more transaction are done, the internet require more networks, more computers and more security programs to keep its consumers safe. Without information technology, these purchases it would be impossible and it would be impossible for banks to keep these purchases secure. Information technology has also made it faster and easier than ever to send or receive money.

Information technology also makes it easy for finance to function on a global level. In this modern age, your score and credit rating is available online securely. This allows insurance companies and businesses to run a quick credit check on you making it for easier to open credit.

(IV) Importance of Information Technology on Healthcare -

Information technology have allowed for great reforms in healthcare. In most of medical offices, one can send and receive digital medical information from doctors you have had in the past changes like this allow costs to be lowered and increase the amount of time doctors can spend on patients compared to paperwork security improvements with information technology has made it such that your medical information is secure no matter where it is sent you can even have prescriptions sent digitally to local pharmacies at most medical. "Filtering refers to finding useful information in the middle of so much data, which relates to the job of data scientists. A Typical example of a necessity of data filtering (data mining) is in healthcare since in the next years is due to have EHRs (Electronic Health Records) of patients available. With so much information available, the doctors will need to be able to identify patterns and select important data for the diagnosis of the patient." ⁵

It is important to keep all the online information and data to be safe. "A typical information worker who sits at a computer all day turns to his e-mail program more than 50 times and uses instant messaging 77 times, according to one measure by rescue time, a company that analyzes computer use habits. The company, which draws its data from 40,000 people who have tracking software on their computers, found that on average the worker also stops at 40 web sites over the course of the day".⁶ Information technology makes it possible for your online data to stay secure until assessed by the proper channels. Using password and encryption, information technology hides your personal data away and only way it can be assessed by companies who have permission from you.

Conclusion

Thus we see that without internet we can't survive because it is the backbone of every system. If we do not receive information for one minute it may result into a big disaster.

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Information explosion and Mob lynching

Lalita

ABSTRACT

Today is an era of information explosion. In the past few years, many newly invented technological devices and software are now tightly integrated with our everyday lives. Today, people can look up almost any kind of information, make friends, communicate with others, and express ourselves with the simple touch of a button on a device we usually keep within arm's reach. "Widespread use of technology is changing the way we work, learn, and communicate - even the way we carry out our regular, daily activities." These devices not only benefit our livelihoods and increase our happiness, but they are also integral in advancing education, technology, development, and, in general, human evolution. The children of today, who have been raised in this era of information explosion, will undoubtedly reap such benefits and, in turn, advance society towards a better generation.

Information Explosion

The information explosion is the rapid increase in the amount of published information or data and the effects of this abundance. As the amount of available data grows, the problem of managing the information becomes more difficult, which can lead to information overload. The Online Oxford English Dictionary indicates use of the phrase in a March 1964 New Statesman article. The New York Times first used the phrase in its editorial content in an article by Walter Sullivan on June 7, 1964, in which he described the phrase as "much discussed". (p11.) The earliest use of the phrase seems to have been in an IBM advertising supplement to the New York Times published on April 30, 1961, and by Frank Fremont-Smith, Director of the American Institute of Biological Sciences Interdisciplinary Conference Program, in an April 1961 article in the AIBS Bulletin (p18.)

Many sectors are seeing this rapid increase in the amount of information available such as healthcare, supermarkets, and even governments with birth certificate information and immunization records. Another sector that is being affected by this phenomenon is journalism. Such profession, which in the past was responsible for the dissemination of information, may be suppressed by so many sources of information today.

Techniques to gather knowledge from an overabundance of electronic information e.g., data fusion may help in data mining, have existed since the 1970s. Another common technique to deal with such amount of information is qualitative research. Such approach aims at organizing the information, synthesizing, categorizing and systematizing in order to be more usable and easier to search.

CAUSES OF INFORMATION EXPLOSION

The general causes of information overload include -

- » A rapid increase in the production rate of new information.
- » The ease of duplication and transmission of data across the Internet.
- » An increase in the available channels of incoming information e.g. telephone, e-mail, instant messaging.

Is information explosion on social media the new serial killer?

Social media kills. It kills not only time but also men, women and even transgender. More than 20 crore Indians use WhatsApp and a larger number have their accounts on Facebook. But the same social media may turn anti-social at the hands of rumour mongers leading to lynching.

At least 16 cases of lynching have been reported from Tripura to Maharashtra since May 10,

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the latest being the lynching of five men in Dhule district. These incidents caused deaths of 22 people including a transgender.

July 1, Maharashtra

The five people killed by villagers in Maharashtra's Dhule district were suspected to be part of a gang of child lifters. Police said that there were rumours for the past few days on social media that a gang of child lifters was active in the area.

The same day a, mentally disturbed woman was tied to a pole and tortured by a village mob in Assam's Sonitpur district, suspecting her to be a child-lifter. Two migrant labourers survived a similar attempt in Chennai on Sunday. They were thrashed by a mob on suspicion of being child-lifters.

June 28-29, Tripura

Three separate lynching cases were reported from Tripura - all on the suspicion of being child-lifters. The incidents took place in three different districts of Tripura. The victims were a woman, a hawker from Uttar Pradesh and a man hired by the Tripura government to fight rumour mongering.

Following the incidents of lynching, Tripura DGP AK Shukla said, "It has been noticed that SMS, WhatsApp and social media platforms such as Facebook, Twitter and YouTube are being widely used for transmission of fake images and videos as well as text messages which have potential to incite violence in the state at a larger rate."

June 26, Gujarat

A 40-year-old woman was beaten to death by a mob of around 30 people in Ahmedabad on the suspicion of being a child-lifter. In another incident, a 45-year-old woman was assaulted in Surat for the same reason. The woman was attending a family function. She had stepped out to buy balloons for her three-year-old daughter when she was assaulted by a mob which pulled her child away from her.

Following the Ahmedabad lynching Gujarat Police issued an advisory warning people against taking law in their hands and asking them not to believe social media rumours about child-lifting gangs.

June 22, Chhattisgarh

An unidentified man was allegedly beaten to death by a mob in Chhattisgarh's Sarguja district. The attackers suspected the victim to be a child-lifter. The man had arrived at the Mendrakla village, where he was lynched, only hours earlier. Police said that rumours about a gang of child-lifters swirling in the area thanks to social media.

June 19, Uttar Pradesh

A man was lynched in Hapur district of Uttar Pradesh following rumours of cow slaughter. Police initially denied the cow slaughter angle. But later videos surfaced purportedly showing a mob beating up a man and forcing him to confess to having slaughtered a cow. Police admitted that there were rumours that the incident was an outcome of cow slaughter. The lynching also went viral on social media.

June 13, West Bengal

A man was lynched in West Bengal's Malda district on suspicion of being a child-lifter. He was tied to an electric pole and beaten to death. The man was reportedly homeless and panicked when he was confronted by an angry mob.

June 8, Assam

Two men were lynched in Assam's Karbi Anglong district on June 8. Victims identified as Nilotpal Das and Abhijeet Nath had gone to Kangthilangso, a picnic spot in Karbi Anglong. They were hit by bamboo poles and wooden sticks by a frenzied mob. They were stopped by a group of villagers at Panjuri on their way back and lynched. More than 70 persons were arrested by Assam Police for murder and spreading rumours on social media.

June 8, Maharashtra

Two men were beaten to death by a mob in Aurangabad district of Maharashtra. Police said that the lynching was triggered by fake messages in circulation on WhatsApp. The villagers attacked the victims on suspicion of being robbers.

May 28, Andhra Pradesh

A transgender was lynched by a mob of over 500 people on suspicion of being part of a child-lifting gang. The incident took place in the old Hyderabad city. Police said that transgender had come to Hyderabad from Mahbubnagar district during Ramzan. They were seen begging in the old city area.

At the same time, a message had gone viral on social media claiming that Pardhi gang was active in Hyderabad. It claimed that the members of the gang were kidnapping children and killing them to harvest their organs.

May 25, Karnataka

A mob lynched a 26-year-old man on the suspicion of child-lifting. The video of lynching did rounds on social media showing the victim being dragged by two men in the streets of Bengaluru's Chamrajpet area.

Police said that rumours were doing rounds on social media about a gang of child-lifters being active in Bengaluru.

May 24, Telangana

Two separate incidents of mob lynching were reported from Telangana on May 24 - one each from Nizamabad and Yadadri districts. They were killed on the suspicion of being child kidnappers as messages were being circulated on WhatsApp claimed so, police said.

The man killed in Nizamabad was there to meet a relative but got nervous when he was confronted by a mob. His answers did not satisfy a frenzy mob and was lynched.

May 10-11, Tamil Nadu

Two cases of lynching were reported in a span of 24 hours in Tamil Nadu. In the first incident, a man was beaten to death and hung from a bridge in Pulicat on suspicion that he was a child-lifter. In the other incident, a 60-year-old woman was lynched for giving "foreign chocolates" to children in Tiruvannamalai district.

Tamil Nadu police said that fake messages circulating on WhatsApp led to the twin-lynching. The messages asked the locals not to trust immigrants claiming that they were a part of child-lifting gang.

Uttar Pradesh

In September 2015, a man named Akhlaq was lynched in Dadri of Uttar Pradesh over rumours about cooking cow meat. His killing sparked a widespread protest

Dec 3 Uttar Pradesh

Inspector Subodh Kumar Singh, SHO of Syana police station, and a 21-year-old villager died of gunshot wounds as a mob went on the rampage while protesting against alleged illegal cow slaughter in Bulandshahr district of western UP. Singh died due to a bullet injury in his left eyebrow.

Dec 28-2018, Uttar Pradesh

Workers of a political party stoned an Uttar Pradesh police constable to death in Ghazipur district on Saturday, police said, adding the constable was part of a police team trying to control a crowd gathered to greet Nishad Party state president Sanjay Nishad who was on his way to Gorakhpur from Ghazipur.

Challenges:

Even though the abundance of information can be beneficial in several levels, some problems may be of concern such as privacy, legal and ethical guidelines, filtering and data accuracy. Filtering refers to finding useful information in the middle of so much data, which relates to the job of data scientists. A typical example of a necessity of data filtering (data mining) is in healthcare since in the next years is due to have EHRs (Electronic Health Records) of patients available. With so much information available, the doctors will need to be able to identify patterns and select important data for the diagnosis of the patient. On the other hand, according to some experts, having so much public data available makes it difficult to provide data that is actually anonymous. Another point to take into

account is the legal and ethical guidelines, which relates to who will be the owner of the data and how frequently he/she is obliged to release this and for how long. With so many sources of data, another problem will be accuracy of such. An untrusted source may be challenged by others, by ordering a new set of data, causing a repetition in the information. According to Edward Huth, another concern is the accessibility and cost of such information. The accessibility rate could be improved by either reducing the costs or increasing the utility of the information. The reduction of costs according to the author, could be done by associations, which should assess which information was relevant and gather it in a more organized fashion.

CONCLUSION

Information Explosion is massively taking place on social media. This explosion is good in the sense of collection of information. Information was first searched in various printed media if needed, the availability of information over the internet had made it quite easier for individuals to access, with the help of internet you can even get the information across the globe on a single click but which some benefits some shortcomings also come. The fake news and rumours are made viral which can cause harm to the society and usually the topics that are spread are sensitive issues related to religion or a caste. This viral fake news sometimes leads to the riots and mob lynching which cause harm to the harmony of the society. For the benefits of some political parties these fake news are spread, a study has shown that whenever riots took place the beneficiary was always any political party. For control over this misuse of social media, cyber department should be formed separately to monitor these fake messages or post on the social media. The account posting these fake news should be banned without any delay and a strict action should be taken against the one using that account. Also these fake post spoils the thought of the younger generation who are the major users of the social media. A bill is being drafted in the parliament for the prevention of the misuse of social media.

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Digital Art in Indian Contemporary Art World

Shalini Tiwari

ABSTRACT

In the 21st century, an ability to work with information and communication technologies is becoming essential to education and life. We are living in constantly evolving digital world and it has a great impact on every aspects of life. Indian art world is also being digital with increasing technology. Non conventional method such as digital art has become very famous in India. Technological advancement has enhanced and sharpened the perception of art. The blend of art with new technologies is giving birth to new innovative art forms. Digital art is created by artists with the help of computer. Digital art is the result of two things, first human creativity and second computer technology. Advanced digital art software has not only eased the drawing process but enhanced the creativity of an artist too. Digital art is also providing innumerable career opportunities. In the age of animation where life revolves around 3D images, creativity is not confined to brush and canvas. Digital art comprises of computer aided designing styles and illustration techniques through computer technology. This paper addresses the importance of digital art in Indian contemporary era and innovative digital artist and their works. Artists realized the scope and strength of digital technology in shaping their artistic creations. Digital art motivates artists by providing enormous opportunities in digital media and developing new markets with the help of worldwide digital revolution.

Introduction

Changes in technology always affect different types of growth and development in every area. As early as the second half of the 19th century the appearance of a new technology – photography – in everyday life gradually changed the nature of visual art.

Digital art has almost now completed twenty five years of existence in India. The most of the images we see every day through a variety of diverse media are digital. The contemporary artists are using new tools to reform the commercial art, such as photography, television, music, film and many more. Now digital art has become very famous art form which is virtually transparent and extremely wide. Digital artists are using digital tools to create innovative art works and contributing in unfolding contemporary art. Through digital art they are expanding the horizons of artistic expression.

Digital Art

The emergence of a new media called digital art on the Indian art scene came to light in the early 90s with the widespread use of computer. Digital art is the modern term used for art works that are created by using non-conventional method or technology. Digital art is different from traditional art forms. Traditional art forms are related with brush, colour and canvas but digital art is related with technology. Digital art became famous with the development of computers. Computer art and digital art are not same because they take advantage of different aspects of computer technology. Digital art is a combination of digital code and light.

Artists have accepted various technologies of print making, photography, film and video in bringing out pieces of fine art. Digital art by employing current technology finds itself in a variety of thought and unchanging artistic beliefs.

New generation of artists are using this art form and new innovations are reflected in multi-

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media art of Ranbeer Kaleka, Gogi Saroj Pal, Anand Moi Benerjee, Shovin Bhattachariya, ved Nair, Pushpa mala, Sonia Khurana and many others. Today artists are not confined to a single media of an art, they are experimenting with many art media. Use of computers, to create art, is raising the question of its identity and existence. People go on asking such questions, “Is digital art a real art?” digital art is considered as an original art form because it requires human hands like other art form. It has provided innovation and wider space for an artist to experiment with new ideas.

Digital and Indian Contemporary Art

Visual arts include many art forms such as painting, drawing, sculpture, music, performance art being the most widely recognized. However with the technological revolution, other art forms have emerged such as video installation, digital animation, graphics and so on. As Indian culture and Indian art become digitized, digital art is also progressing and defining the new culture of art. Digital artists have created new benchmarks and increased the popularity of digital art. There are so many brushes and tools in digital art which allow an artist to adjust colours, themes, textures, shapes in a more desirable manner to express his thoughts and emotions. There are various advance tools which can convert the ordinary form into an extraordinary form. These tools redefined the fine art and created a distinct role in this revolutionary art form.

These computerized images have given a new dimension to the art world. Indian contemporary art is the blend of traditional art forms like drawing, painting, photography, collage with new innovative art mediums like video, graphics and animation. In contemporary period digital artists are impressively creative and rationally sensitive to highlight the complex issues of present ere. The new digital medium helps them to visualize their ideas and thoughts. Digital art has rich contributions in unfolding contemporary art and also provide endless and excellent ways of artistic expression. There are many museums and galleries that display different types of digital arts such as Sakshi Art Gallery, Mumbai, Tao Art Gallery, Mumbai, Radhika Art Initiative, Ladosarai, New Delhi, Lalit Kala Academy, New Delhi, and Crimson Art Gallery, Bengaluru.

Digital Artists in India

In India various digital artists are working and have accomplished brilliant work. They are successful in getting the attention and admiration of world-wide audiences through their effective images. The new generation of young and innovative artists like Sheba, Chhachhi, Atul Bhalla, Anita Dube, Vivan Sundaram, chhatrapati Dutta and gigi Scaria uses video, photography and digital technology to make their works more interactive and effective.

Gogi Saroj Pal

Gogi Saroj Pal is one of the Indian women artists who is well known for her versatility. She was born in Neoli, Uttar Pradesh in 1945. She has a deploma in painting from the College of Art in Lucknow in 1967. After that she became vocational student for post graduate study in painting at the College of Arts, Delhi. Her work revolves around the condition of female in the society. She has worked in the field of installation, painting, sculpture, computer, graphic print, ceramics and photography. She merged fantasy with myth in work. According to Gogi Saroj Pal her paintings are result of those philosophical and mythological readings which she has studied from her childhood.

She was in the field of digital art before 1997, when the people were not aware of anything about digital art. According to Gogi Saroj Pal, “In today’s world, digital art is not confined to painting, it also includes photography and 3D graphic visual effect”. Gogi Saroj Pal has organised forty one solo exhibitions of her work, participated in thirty five international exhibitions and more than hundred group exhibitions in India. She also worked in digital prints such as “Hat Yogini series,” “Hat Yogini on Tiger Skin series”. She has received so many awards for her contribution in the progress of Indian contemporary art, for example “Sanskriti Award” in 1980, Jury’s Commendation in the international

Biennial of plastic art, Algiers in 1987, National Award in painting by Lalit Kala Academy in 1990 and 12th Cleveland international Drawing Biennial Award, UK in 1996. She was also invited to participate in the third world print biennial, London in 1980, Bedford print biennial, UK in 1982.

Ranbir Kaleka

Ranbir Kaleka is one of the most senior practitioner of this medium and incorporate his experience of painting and art history in his projects. He was born in Patiala, Punjab in 1953. He studied at Punjab university in Chandigarh and moved to London in 1985, where he completed his MFA in painting at the Royal college of Arts. He worked in various mediums like oil, water colour painting and mixed media on different shapes of word and board digital photographs and complex video installation. He continued experimenting in different areas like digital prints such as 'Done, undone menaced by dragonflies' and 'A – Panoramic – spectrum ground', as video installation like 'Kettle' and since the transition from painting to video as a tool for material innovation. His work has been widely exhibited in India and abroad. He organized more than 12 solo shows and participated in more than 24 group shows such as '2012 Volte gallery and Saffron art gallery, 2009 Bose pacia gallery, 'Reading Man', New Year and many more. He received the National award in 1979, Lalit Kala Academy, New Delhi and Sanskriti award, New Delhi in 1986.

Kaleka's work invites the audience to the third space time he has created, as the audience immerses in a flood of broadened visual experience and emotion. Kaleka's work provides the opportunity for the viewer to meditate upon the artist's outlook on the problems in Indian society.

Anand Moy Benerji

Ananda Moy was born on 30th June 1959 in Kolkata. He is a very well known name in print making and graphic art. He is the founder of the Indian print makers guild in 1990. The members of this group were Ananda Moy Benerji, Subba Ghosh, Shukla Sawant, Kavita Nayar etc. He studied BFA in painting from college of arts, new Delhi in 1980 and MFA in graphics from Shantiniketan in 1985. After post graduation he went to London to learn printmaking. He worked in various medium and technique like oil, acrylic, colour pencil, mixed media, pastel, digital print and serigraphy.

According to Anand "Digital art or essence of digital implication is the latest member in the family of art and expression. The world of digital art is a process and not a technique. Artists do turn this process to technique. My interest in digital world is more technical and from the level of explorations". His works are specific on exploring themes which is a reflection of his personal life. The spinning images in his present works are 'Performer', 'Entwined', 'His/her world', 'she'. It is an attempt to explore universal feelings and relations between 'Man to Man'. In these works, the line plays a very important role as well as colours. It moves around the whole space and is like a note of music spreading within the whole space. He has organized 32 solo and group shows, exhibitions, participated in 67 national and Inter-national exhibitions. He has attended more than 16 camps of print making and graphic prints in India.

Paramjeet Singh

Paramjeet was born in Jamshedpur in 1941 and he is a multi talented personality in Indian contemporary art. He did a diploma from the college of arts, New Delhi. He chose silk screen printing medium to express his abilities which gave him to display and manipulate purest art forms. In many ways he used the technique and crafts serigraphy drawing, lithography, etching and digital prints and moulded it with the sensibility of contemporary artistic concerns such as 'Blessings', Golden bird and silver cage, The touch, Waiting. Mountain lines, rising peaks, blossoming flowers, blooming buds and moving clouds are some of the best pictorial elements of Paramjeet Singh's art. He has participated in various group shows in India as well as abroad, such as Mexico, London, UAE, Berlin, Dubai, Iran,

Cairo and Cuba. He has attended many workshops in silk screen and painting. He received 'President of India's Silver Plaque' award from All India Fine art and craft society in New Delhi and National award of Lalit Kala academy, New Delhi. He is an executive member of All India Fine art and craft society, Group 8 and Delhi Shilpi Chakra.

Vivan Sundaram

Vivan Sundaram is one of the influential artists of his generation. He was born in Shimla in 1943. He graduated in art from the Maharaja Sayajirao University in Baroda and post graduation from Slade School of Art, London. Looking at his entire career, it emerges that there are two Vivan Sundaram : the first one is an artist and storyteller and the second is an experimenter and manipulator of materials. 'The family room', displays a series of digital photographs by Sundaram, for which he has combined the paintings of his aunt Amrita Shergil and the photographs of her father Umrao Singh. Vivan is well known for shifting away from painting to make works in different mediums in early 1990s. Vivan's figures are embedded in the social background. The spatial arrangement in these paintings allows the eye to move, as the artist creates different registers of memory, moving between past and present, commanding a certain fluidity and melting the horizon. Vivan has exhibited in the Biennales of Sydney, Taipei, Sharjah, Shanghai, Havana, Johannesburg and Berlin. He has participated in group shows at Tate Modern, London in 2011, Haus der Kunst, Munich in 2006, International centre for photography, New Delhi in 2008 and Mori Art museum, Tokyo in 2008 etc.

Archan Nair

Archan was born in New Delhi in 1982. He is self taught artist. He started painting in 2006 and became Independent artist in 2007. He has collaborated with various brands such as Nike, Sony, Red bull, Vogue, Microsoft, Infiniti and General Motors. He is known for his specialization in digital art and mix media.

Anita Dube

Anita was born in Lucknow on 20th Nov 1958. She completed her graduation from the University of Delhi in 1979 and MFA from Maharaja Sayajirao University of Baroda in 1982. Her works exhibited in various museums and galleries such as Kiran Nadar Museum of art, New Delhi, Dr. Bhau Daji Lad, Mumbai, Khoj, International artists association, New Delhi.

Conclusion

Art is the reflection of our society. Only the social, political, religious, geographical, scientific impressions create a strong impetus. The web world has brought all of us close to each other and hence all art and cultural activities are also closely knitted. It can certainly develop and create more communications between all forms of artistic happenings. Today with conventional art medium, non conventional art medium also progressing and have entered in the main stream of contemporary art. As compared to the development of traditional art, the development of digital art is much faster and hence will take different routes and forms also much faster. That was the era of voyages to different parts of this world and this is the voyages to different worlds.

Digital art is giving an opportunity to young artists to blend their imagination and realism to create futuristic art work. Now, we can easily define and realize the reality and usefulness of digital art. Digital art, like other styles of art, is created by applying different digital equipments. Art does not mean tools which are used to create it. It is about the vision, message or emotion of the artist. With digital intervention skilled artists are able to expand, develop and retain the uniqueness and other properties of their work. In present time artists ensure unique vision, themes and the fusion of art and technology has beautifully transformed the thoughts of artists into reality. The digital revolution has been successful in bringing out new dimension in contemporary art practices. Digital art provides unlimited career options such as, animation, advertisements, video games, websites and print media.

Digital artists can work as a full time employee, freelancers and even as self employer. Digital art is the latest development which added a new chapter in the evolution of art and technological changes will explores the significance or scope of digital art.

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Social Media Women's Empowerment and Security Challenges

Sarita Rani

ABSTRACT

Social Media- A platform that facilitates interaction among people on large scale with the help of social media tools like blogging, micro blogging, Facebook Chatting and other social media chats or activities. These social media activities not only facilitate the production of information but also disseminate information so that its users may be aware about different fields and get a platform to discuss things without any discrimination. It will not be wrong to say that social media is the mirror and synonymous of contemporary society so it is inevitable to have the effects on its users whether it is positive or negative. It serves equally for men and women. So women who are the half of the total population get a powerful tool which they can use for their empowerment. So the relation between social media and women empowerment co-relates with each other. Social media can accelerate the main aspects of women empowerment by bringing them ahead to the reach of everyone whether they are common people or our elected representatives in Government. It is the brighter side of social media for women but sometimes they have to face the darker side of this virtual world. In recent times there have been a spate of incidents targeting women with their safety being compromised.

The famous sentence, *On ne naît pas femme: on le devient*, reads in English translation as “One is not born, but rather becomes, women” According to Simone de Beauvoir - a feminist, one is born as a free human being but society makes difference by categorizing that human being as a girl or boy, male or female and man or woman. This problem is clearly stated by Simone de Beauvoir as -

“If I want to define myself, I first have to say, ‘I am a woman’, all other assertions will arise from this basic truth. A man never begins by posing himself as an individual of a certain sex: that he is man is obvious. The categories masculine and feminine appear as man is obvious. The categories masculine and feminine appear as symmetrical in a formal way on town hall records or identification papers: The relation of the two sexes is not that of two electric poles: the man represents both the positive and the neuter to such an extent that in French *homme* designates human beings, the particular meaning of the word *vir* being assimilated into the general meaning of the word ‘*homo*’.

Women is treated as inferior sex or weaker sex as Aristotle said, “We should regard woman's nature as suffering from natural defectiveness”. It seems that God is biased in creating women if we follow Aristotle's statement about women. But we feel that it is not God but society that does not give the equal opportunity and platform to women in every sphere of life; although now position of women are getting better. Even now women empowerment is a very long process and it will take more time to make women's situation best in the world. So there is a need of a platform where can discuss their problem and be aware of other women's problem so that they can raise their voice higher and higher. Such need can be fulfilled by social media that give everyone unbiased platform.

Social media plays an important and vital role in women's empowerment and its development. Social media can create an awakening inspiration to achieve their potential as a prime source of change in the society we live in. With the growing dominance of the internet, blog, chat etc. The use of social networking sites communication is rapidly changing and becoming mobile, interactive, personalized and multi-channel. The internet has served as a vehicle or as channel to convey information in a useful and easy to understand manner. This extraordinary revolution is affecting the basic structure of societies

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and is raising discussion and debates that are profoundly related to women; the rapid transformation of the boundaries between the public and the private spaces, the relationship between the new media and women's empowerment. It is emerging as an alternative media where women can raise their voice when their voice is restricted. Public also join their cyber hands and try to share their issues in each and every protest. For a long time voice of women is restricted and it can be made loud by way of social media. If we talk about economic empowerment of women, it is very useful tool to make them economically strong so that they may not be dependent on anybody.

Social media makes women independent, free and empowered when they get the chance to raise their voice without any discrimination. Social media is posing questions and answering questions that could raise and suggests solutions for every search of hers. Women can get emotional and intellectual company through social networking if she use it positively and get benefitted from it as well. There is no fear of losing their identity.

Nowadays social media seems as a faster media when any incident happens, and spread that incident's message very fast and people from round the world try to participate and show their concerns toward such incidents. There are a lot of websites that serves for women empowerment and focuses on different sphere of life such as lifestyle, knowledge, health, education and more. Some of them are designed specifically to address the needs of women while some networking sites are aimed at women who are parents or professionals, they are also general sites that provide place to discuss multiple topics -

Cafe Mom - This social networking site for mothers is run by the people who brought you Club Mom. It offers groups for moms who want to talk about particular issues, blog sites, and private messaging capabilities. While the focus of the site is on parenting, there are also opportunities to discuss, cooking, hobbies, relationships, finances and health.

On Sugar - Formerly known as Team Sugar, this lively site allows women to create their own mini sites and blogs that they can share with other members. Users can rate each other content, follow posts and comment on member pages. It also supports, connect with Twitter and Facebook to help members connected with women whom they already know. Membership is required to view any context.

Brave Heart Women - Aimed at increasing personal growth, this site provides a place for women to inspire each other and collaborate on creative ideas. It offers communities and groups which enable women to get and share advice, past opinions and get feedback on their ideas.

Fabulous 40 - Aimed at women 40 and over, this site is the place to share beauty secrets, post movie reviews, get parenting help, find health tips and exchange recipes. Other features include blogs, weekly contests, photo, albums.

Ladies Who Launch - Women who are entrepreneurs can use this site to promote their business and connect with other professionals. Members can also participate in webinars online and in meetings at a location in nearby city.

Savor The Success - This free site for women entrepreneurs offers virtual cafes where members can learn from experts in public relations, social media and branding. Members can also connect with other women to participate in learning teams that meet online or in person.

Thus women are now also getting more knowledge about their rights and powers that every women in a society holds, with equal rights as men in every respect. All these positive changes are now triggered to only increase their pace with time due to internet and social media. However cybercrime is creating hurdles in women empowerment and they are not able to fully utilize the benefits of its revolution. There was a case of a 17-year old girl from Udaipur whose photos, taken from her social media account were morphed before being circulated on the internet. In India per year such type of incidents happen but unfortunately some of them get reported and rest remains unreported. It is due to lack of awareness, cybercrime victims, especially women do not want to open their identity and lodge complaint. If some of such type of victims want to come out in open, they are not treated or taken seriously.

The majority of online harassment takes place on social media which makes sense given how much time most of us spend on these platforms. Women are often targeted simply because they are women. Being a victim of cybercrime is most traumatic experience for a women. Especially in India where the society looks down upon the women and the law doesn't even properly recognize cybercrimes. Crimes that are specifically targeting women are such as cyber-stalking, harassment via e-mails, cyber bullying, Morphing, E-mail-spoofing and cyber defamation while cyber stalking affects both men and women, women are disproportionately targeted. Day per day females are trolled on Twitters on various issues and due to its public nature, it is one of the most notorious social media platforms when it comes to online harassment. And it is not just celebrities and public figures who get abused. There are endless stories of regular people who have been attacked, often for simply speaking out about political or feminist issues. Twitter claims to have improves their system of addressing reports of harassment.

The Me Too Movement is very famous nowadays. It is a movement against sexual harassment and sexual assault. Me Too spread virally in October 2017 as a hashtag on social media in an attempt to demonstrate the wide spread prevalence of sexual assault and harassment especially in the workplace. With the Me Too Movement it is very easy to log onto Twitter or Facebook and see just how many women are victims of sexual harassment.

Cyber crime against women is severe crime against women. Although online platform provides women a free, independent and unbiased atmosphere but we can't ignore its crucial and darker side where women's dignity, privacy and security are at risk. But only because of online abusers we cannot stop using social media because there are helping hands also on the same platform who uses their cyber hands for women empowerment and other welfare activities.

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Harmful Effects of Social Media on Students in Higher Education

Anjali Singh

ABSTRACT

In recent years, the internet access, also on mobile phones, has increased in India. This phenomenon offers obvious benefits to society at large – but with a price. The information explosion coming in its wake seems to hurt cognitive functions of people in general and the youth in particular. Youngsters consume online content and social media more than others and are also more susceptible to the potential harmful effects of this activity. This paper explores ramifications of spending significant amount of time on social media in the age group of 15-21, especially on their learning. We have relied on a limited number of case studies, anecdotal evidence and literature survey for this preliminary exploration.

Introduction

The last couple of decades have changed our lives. Information and communication technologies (ICT) have come to define the world in which most of us lead our daily lives. Compared to earlier times, far more information is available in public domain, thanks to the World Wide Web. This phenomenon was initially welcome with much cheer. It was called ‘digital democracy’ – it made all of us equal in accessing information (even if later it led to ‘digital divide’ – because not all people have the same kind of access to digital technology). However, as unmanageable amounts of data started coming up, people started worrying about information explosion, or information overload.

The Oxford English Dictionary defines ‘information overload’ as “a situation in which you receive too much information at one time and cannot think about it in a clear way”¹.

Not only is too much information competing for our attention, too much information is also being transferred from one place or one person to another. At the heart of the Digital Age is the fact that transfer of information is happening at the speed of thought. This is changing the way we digest information and the way we think about it. Scientists even argue that it might be changing the very wiring of the brain - since the humankind in its long history of millennia never had to pay attention to so much in so little time.

On top of information overload and communication overload is the new layer of ‘Social Media’, in which users create online or internet-enabled networks; for exchanging information or views or other content like texts, audio and visuals. Predictably, social media is very popular among youngsters because they are looking to connect with people in their age group, as well as they are in the process of shaping their sense of self.

On the face of it, this is a welcome trend. The Age of Information and digital communication has, it would appear, made life easy for the young people. Thanks to social media, the youth of today, unlike ever before, have immense opportunities to make like-minded friends, discover better study material, explore better career opportunities and facilitate personal growth.

As the digital revolution unfolds, however, we are also finding that the technological disruption might be more harmful than beneficial. It is compared to Pandora’s Box, which in Greek mythology signifies “a present which seems valuable but which in reality is a curse”².

Here we will explore the effects of spending a significant amount of time on social media for students in the age group of 15-21. The effects can be further classified into psychological, social, and so on. For the purpose of this paper, we will look only at the effects on their learning skills.

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CASE STUDIES

SEEMA, 18 Years

Seema studies in the first year of BA in Delhi. She used to browse the internet for email, social networking website Facebook, video sharing website YouTube and websites related to study material for a very limited duration. After she acquired a smartphone of her own in her 12th standard, and with cheaper data packages, she came to spend more and more time in the digital world. Apart from the above-mentioned platforms, Seema also is an avid user of WhatsApp, which helps her coordinate with classmates about study schedules.

In her first year of college, however, Seema has become addicted to her smartphone. It has become an auto-reflex to check the phone for any messages or updates on various Apps, though she admits that most of them are not related to studies. She tells us that the phone is nearly all the time with her or within her reach, and especially when she is reading for her studies, she is distracted by beeps and ringing of the phone for various messages yet she cannot help but check it each time. As a result, she says, she has not been able to pay undivided attention to the studies the way she used to in school days.

AMAR, 15 Years

Amar is a Class 10 student, with above-average performance in exams, in a school in Noida. He is not only at ease in adopting new gadgets and new apps, but he takes pleasure in the learning. He is an active user of multiples social-media platforms, and this year he has started making educational videos introducing new technologies. He uploads his homemade videos on sites like YouTube. His parents are proud of his learning: after all, it is indeed a sign of better learning skills. He feels more self-confident after discovering this side of himself. He has become better at 'multi-tasking' while browsing online content or playing video games.

On the other hand, in personal interaction, he admits that his regular studies at school are getting affected in the process. Most of his internet browsing, for two to three hours in average, takes place later into the night, affecting his sleeping cycle. Also, he says he is not able to sit and read textbooks for longer than half an hour, which was not a case earlier. When told to rationalize his time, and focus studies in this important phase of his schooling, he says he does not know how to do so.

REKHA, 20 Years

Rekha is a student of post-graduate student, who has also worked at a prominent corporate house as an intern after completing her graduate studies. She calls herself an average student though she prides on the fact that she has been an avid reader, mostly of fiction. During her teens, Rekha had a membership of a public library and names several classics among her favourites. However, during college, she came to be addicted to social three networking platforms – Facebook, Twitter and WhatsApp – and before she realized she was spending considerable time on her phone and her computer. Rekha has not renewed her library membership for two years now, and her literary reading is dwindling, as she spends about two to three hours after dinner on the computer, apart from time spent on her phone every now and then to post new photos and updates. She regrets that though she wants to read books, she usually gives up within the first few pages, as she is usually anxious to check her social media feeds.

Seema, Amar and Rekha (name changed to protect their privacy) are somewhat more dramatic representatives of our youth, but they are by no means abnormal examples. A larger, empirical study may only corroborate the generalisations we can draw from their experience. Based on these generalisations, we can state the following hypothesis -

- » More and more youngsters (in the age group of 15-25) in India are spending more and more time connected to the internet
- » They spending upwards of two hours every day on this activity.
- » They spend substantially more time on social-networking platforms than on studies and career-related websites

While there are benefits of this phenomenon, it is also harming the youth learning in several

ways, including the following -

- » Less self-discipline,
- » Less attention span,
- » Less focus and concentration while studying
- » Disturbed sleeping patterns, increased anxiety and other signs of psychological illness

What Experts Say

In the more affluent western nations where the internet and the social media have widespread prevalence for more time, the generalisations stated in the hypothesis above are well attested trends.

One study³ notes that the US witnessed several major studies on the role of the new media on the youth, but the “public debate about the Internet heated up only around 2002, when access rates rose dramatically and the majority of American and European youth were online” – which is the case in India in more recent years. The study further notes, “Shortly thereafter, researchers began to seriously investigate youth’s access to the Internet. The results of these studies revealed a more nuanced picture than many expected, which led researchers to ask more questions about social media, including their influence on self-esteem, social skills, online sexual risk behavior, and cyberbullying.”

An oft-quoted study⁴ has found that when turning 21 years of age, a member of this age group, called the “net generation”, would have spent -

- » 10,000 hours playing video games,
- » 200,000 e-mails,
- » 20,000 hours watching TV,
- » 10,000 hours on cell phones, and
- » Under 5,000 hours reading

This multi-tasking over screens is hurting their attention span, as attested by a study carried out by scientists of the Stanford University which concluded, “Results showed that heavy media multitaskers are more susceptible to interference from irrelevant environmental stimuli and from irrelevant representations in memory. This led to the surprising result that heavy media multitaskers performed worse on a test of task-switching ability, likely due to reduced ability to filter out interference from the irrelevant task set. These results demonstrate that media multitasking, a rapidly growing societal trend, is associated with a distinct approach to fundamental information processing.”⁵

In simpler terms, one of the scientists, Clifford Nass, states: “The research is almost unanimous, which is very rare in social science, and it says that people who chronically multitask show an enormous range of deficits. They’re basically terrible at all sorts of cognitive tasks, including multitasking.”⁶

Thus, the trend is well established in the west, and as information explosion spreads in India, our case is not likely to be different. Admittedly, there are numerous benefits in the increasing digitisation among the youth, but the side effects discussed here need to be studied at length. A larger, empirical survey among the youth would be necessary to draw firm conclusions. The survey as well as its follow-up studies can benefit a lot from an inter-disciplinary approach, involving education, psychology, sociology and media studies for a holistic understanding of the phenomenon.

Meanwhile, it would not be inadvisable for parents and teachers to nudge the youngsters towards rationalising their time spent on the digital world and optimising social media presence.

Footnotes

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Information Technology and Emerging Ethical Issues

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ABSTRACT

The rapid growth of information Technology and its uses in every sphere of life has made human life very easy. The use of internet is really a paradigm shift in 20th and 21st century but it has also come along with many vices. This paper has tried to focus on various legal and ethical issues which have been the result of the rapid spread of the ICT particularly in India. There is no doubt that like any other technological inventions ICT too has created both positive and negative impacts on the society. This paper aims at exploring some of these issues in brief. The ethical issues have been tried to explain with the help of many incidents which have occurred in India recently.

New advances particularly in the field of information technology have brought new scientific gains to human but it should be noted that the entry of new scientific and technological fields will always have ethical issues and limitations. There is no doubt that 20th and 21st century has witnessed the highest level of development in ICT. It is proven facts that no fields can be developed without the help of information communication technology either it is financial, social, medical etc. With the help of the new technology the Government has started and implemented its social and economic policies in India to attack on poverty and other social evils existed in the Society and it has given a positive impact and melted down some of the social evils with the improvements in the awareness among the people.

One of the interesting and, of course, new topics in the field of information technology science is computer ethics or IT ethics. Today, in the digital age, the society is dependent on computers in almost all its affairs, and the study of ethics in the field of computer and information technology must always be considered. But it is also important to define the ethics to better understand the issue of ICT ethics. Many scholars have defined ethics in different perspectives. In general terms the Ethics is the values which tell what is right or wrong. The value ethics may differ from one society to another based on their origin, geographical locations and cultural practices. One value may be ethical in one society and the same may be unethical to another society. However, those which are ethical have a larger acceptance in most of the societies. In the context of an operational definition with regard to professions, ethics generally refers to those principles and codes of behaviour that guide the conduct of any profession. The terms usually come along with moral values, normative judgements and moral obligation. Fisher (2004), defines the concept as an individual personal belief as what is right and wrong, good or bad. It is the arbiter of an individual evaluation of the rightness or other wise of his or her actions. Further as per Hanekom (1984), the qualities of ethics is one that is linked with the history of mankind. Ethics deals with the character, conduct and morals of human beings. It deals with the good or bad, right or wrong behaviour. By utilitarian principles it is well accepted that the right and good choices is the one which provides the best outcome for the majority people.

With the growth of new technologies being adopted in all fields of life, the issues of misuse of this technologies for personal gain or destruction of the mass have been raised which causes a serious threat to the various organisation in particulars and human society in general. There is no doubt that without the help of new technology one cannot imagine to lead India towards a developed country as

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visioned by the late great personalities like Dr. Abdul Kalam Azad. Even the Government of India has massively used the computers in administration for delivery of social schemes. All the land data has been recorded now in Bhulekh and it can be easily accessible to all. The services of railways, airways, medicines, Income tax and passport, banking etc. have been delivered to the masses on one click. Various educational and health software have been developed which has generated awareness and given benefit to the large chunk of population. But it is also the facts that the same technology which has helped in connecting families has also cause to separate the families . The development of ICT has two way effect and the benefit provide by these ICT is not free but has taken many things viz., personal privacy, adapt to addictions, and other social and economic values of persons. There are a lot of misuses of these technologies such as Cyber crime, Internet Fraud, Cyber terrorism, piracy, plagiarism, banking frauds and corporate stealing. This paper has made an attempt to analyse the threats poses due to ICT and tried to give some pictures regarding the threat which has been generated due to loss of ethical values and also has given the partial solutions to these threats.

Cyber crime is the crime done through the help of computers such as illegal digital depositories, fraud, trafficking in child pornography, digital piracy, money laundering and counterfeiting etc. In India particularly during the demonetisation period i.e. 2016-17 many ponzi schemes and chit funds scheme were launched by the individuals through using internet. The websites were created by them and multi level marketing schemes were launched to lure the people about the benefit of these schemes. Later on all the money collected from the people were taken by the frauds and sites were closed. Similarly various corporate use the cookies in sites for hacking the data of their opponents which is very common. It is also pertinent that the unaccounted money in India has been parked in various countries through hawala or money laundering in the name of bogus imports/exports by under invoicing and overinvoicing the values of the bills of entries. The various agencies viz., DRI, Enforcement Directorates and Income Tax have made efforts to find out theses rackets. All these economic threat is being done by the cheaters through the use of ICT.

Nowdays, In India the ATM frauds is being very regular phenomena. In this fraud the ATMs and the PIN of ATMs are being generated by the fraudulent means and the fake cards are made which are used for shopping and withdrawal of money. Various cases are being reported by the cyber crime department of police in northern India. This fraud has made immense effect on the life of the common man.

Further, with the use of ICT, the terrorist organisation have made their weapons and also planned the execution of their hidden operations. It is a great concern and threat to the humanities. The terrorists are massively using the internet to learn the new methods of attacks which has been acknowledged after 9/11 attacks on world trade centre at USA. Even many outfits organisations viz., Naxals in India are using the technologies for counter attacks on police. This threat has causes loss of many lives. The accessibility of internets has made these organisations very strong and more informative.

During these days, software companies are focussing to distribute data with 4G Speed with minimal rates. This has given access of the internet to the anti social activists and the perpetrators of the communal riots along with the genuine users. It is seen that through whatsapp, telegrams etc. rumours are being spread by perpetrators against one or other religious communities which causes communal riots and mass atrocities in many places in India. For example, the Muzaffar Nagar riots are one of the examples of such riots. Even these rumours are so strong that it has causes loss of many lives, uprooted the people from their origins and causes severe threat to the communal harmony which is one of the values which is well enshrined in the constitution of India. The recent event at Bulandshahar in which a police officer was killed by the masses was the result of such information regarding slaughtering of cows by some religious group which were circulated through whatsapp / messages in various social groups. This type of rumours/information polarises the religious group against each other and mass atrocities happens causing loss of life and destruction of public properties.

At personal level, the high use of the Internet has led to the negligence of other important parts of life, including sleep, work, and academic achievement. Users in the Internet environment can be anonymous and engage in behaviours that are inappropriate in most physical communities. On the other hand, providing fast, cheap and convenient access to the unethical sites can be considered as a disadvantage of the use of the Internet.

Even the internet has also taken the life of personal privacy. The mobiles having internets use to disclose the locations of the persons which may also cause threat to one's life. Recently, the Supreme Court forbade the private agencies to take Aadhar for giving any services, is only on the basis of attack on personal identity. The court raise concerns that the sharing of Aadhar data of individual may lead to threat on the personal privacy of individual.

Today, forging digital documents such as counterfeiting digital signatures, digital images, etc. is an important topic in the field of information security and computer ethics. Online gambling (using online websites where members can participate in a variety of games without having to be present at the site, in which everything is done online from opening an account to transferring funds, withdrawals, playing games, etc.) is increasing. Many of the computer games are violent and stimulate aggressive and anti social behaviour. Fake SMS, mail are being sent by the anti social activists for doing fraud and asking ransom for kidnap or threat. The adaption of these new techniques by the terrorists, anti social activists and fraud persons have poses a great concern to the law of the land and also to the government agencies.

Steps to be taken

1. Cyber laws and codes on cyber crimes may be strictly formed and adopted by the professionals and the agencies doing in the field of information technology.
2. National and international level organisations may be set up and cyber laws to be made which may be binding on everyone.
3. Family education and attention to their children from childhood play an important role in reducing the negative effects of behaviour and personality.
4. To reduce addiction to social networks, cyberspace and computers at night, the false policies of some companies should be eliminated. For example the lower cost of the Internet at night should be eliminated by these companies.
5. The students on school levels onwards may be educated on cyber security with its ethical values. Even the curriculum may be designed at the level of schooling which may impart the codes of ethics for using internets.
6. In India, the poverty and unemployment is the main reasons for the rise of mass atrocities and naxalism. The Public distribution system should be improved and the implementation of social security schemes and economic welfare programs should be rampant to curve the mass poverty.
7. Parents should inculcate the ethical and moral values within the child from very initial phase of his/her life.
8. The Computers/systems must always have anti-viruses, firewall system and encryption to secure the system from outside attacks.
9. IP addresses of the computers must not be shared with anyone.

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Information Explosion in Education

Richa

ABSTRACT

Today is an era of information explosion. Many administration, instructor, librarians, researcher, scholar, school and college teacher, student etc are searching and using information every day. Information Explosion is a term used to describe the rapidly increasing amount of Published Information and the effect of this abundance of data. In this paper I will discussed about causes and effect of information explosion and how it is implementing in our education day by day. As people are faced with growing levels of information overload, the inability to make clear and accurate decision can increased their stress level. The problem of information overload can be traced to interruptions in the work place. Information Explosion has particularly affected the mind of the younger generation; the present modern world is passing through a period of information, magazine, journals and newsletters. The conclusion of this paper is that information explosion is indeed a 21 century reality. But seeing the development in research in coming decades the problem of information will increase. Therefore it required an effort from library and information, Professional computers scientist, academicians and knowledge management specialist so that the adverse effect of information overload could be kept at a minimum and the information seekers are provided with effective and innovative way for tackling the problem.

INTRODUCTION

Information Explosion is a term used to describe the rapidly increasing amount of Published Information and the effect of this abundance of data. As the amount of data grows, managing the information become more difficult which can lead to information overload.¹

Information in this context may be examined by two ways -

1. Flowing Information
2. Stored Information

Flowing information is that which is transmitted over the airwaves like on internet and via telephone. Stored information is that which is printed on paper. Information Explosion means the overloading of information.

According to Dictionary.com, Information overload is an over-whelming feeling upon the receipt or collection of an indigestible or incomprehensible amount of information, the feeling of being faced with an amount of data that one has no hope of completely processing.

The world possessed 988 Exabyte (EB) of data in 2010 (1EB equal to billion giga bytes or 50,000 year long DVD). By implication, in 2010, every new born had 800 Megabyte (MB) of information to its credit. This if printed, would mean a burden of 30 feet of books per child.²

This is nothing but information explosion which is intensifying like a raging inferno.³

OBJECTIVE

In this paper I will discussed about causes and effect of information explosion and how it is implementing in our education day by day.

INFORMATION EXLOSION : CAUSES AND EFFECT

There are many causes of information explosion -

- » A rapid increase in the production rate of new information

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- » The ease of duplication and transmission of data across the internet
- » The advancement of IT especially search engine technology has resulted in over abundance of information with the advent of new publishing media specially the online over there is too much information generating from a multiple sources which is one of main causes of information overloaded. This puts increasing pressure who have very limited time to find locate retrieve and asses information from all these various sources.

The problem is exacerbated by irrelevant and unimportant information constantly piling up in various media, especially electronic media like TV, Website, Blogs, Social networking sites, Email etc.⁴

Technology undoubtedly brings about multidimensional change in society and impact the mind and the cultural behavior also. Under the impact of changing technologies, every generation experiences a distance or feels cut off from the medieval society whose stability was based on religious faith, with the introduction of mechanical dynamics for steam driven railway and ships and the telegraph. Next generation society living in early twentieth century felt cut off from the mechanical dynamics based society with the onsets of cars running on internal combustion engine, the boon and bane of nuclear fission and psychology in sight of Dr. Freud.

The development of technology are impacting directly or indirectly to all the member of society cutting across the geographical frontiers.⁵

As people are faced with growing levels of information overload, the inability to make clear and accurate decision can increased their stress level. The problem of information overload can be traced to interruptions in the work place. Interruptions include in coming Email, messages, phone calls and instant messaging all of which break mental focus and redirect it to the source of interruption. The person has to deal with the interruption, the redirect their attention back to the original task.

INFORMATION EXPLOSION IN EDUCATION

Today is an era of information explosion. Many administration, instructor, librarians, researcher, scholar, school and college teacher, student etc are searching and using information every day. Information is not easy to understand precisely internet and World Wide Web (www). Information is now delivered and disseminated across many applications, database, network, platform and system in the network information world.

Earlier information source are only published media and hand-written manuscript but now a days the source of information are diversified from database, online journals, optical disc, DVD, CDROM to hyper media. When, the school curricula are seen internationally in the face of the fact that 94 percent of word's information is being available in digital format. But there are many problems in understanding of digital literacy for students because teacher education programmes also do not equip teachers to impart instruction to their student in digital literacy. The school curriculum designed has failed to grapple with this new digital literacy. The students are not being imparted basic skill in computers in primary and secondary level.

To increase digital literacy Government of India has an objective of one digitally literate person per family. It is proposed to 2,50,000 Gram Panchayats through a fiber optic network, which would increase broad band connectivity .For this purpose Government of India implement some programme like Pilot project, Bharat Broad Band Network Limited(BBNL) ,BSNL. It has been proposed that a digital literacy week may be observed in India to spread awareness about broad band and digital literacy.⁶ State of U.P has initiated programme to distribute laptop to all student, who after passing intermediate to join higher studies in India.⁷

Use of ICT can help University libraries cope with the challenge of Information Explosion. For instance the reference librarian can attend to the queries of numerous users through the electronic mail. The availability and accessibility of electronic information resource is made possible through

ICT, such resources are online journal, Ebook, C-ROM are now accessible to library.

Media is also help to educate the people in society. The electronic media particularly satellite channels, have completely changed the media scenario and now all information is reaching to the people in quick time.

Information Explosion has particularly affected the mind of the younger generation; the present modern world is passing through a period of information, magazine, journals and newsletters.

Due to Information Explosion, new technologies are being integrated into the learning environment. Networks, internet and print method are used as effective tools for improving learning opportunities for student and teacher. There are many factors which directly contribute to information explosion. Some of them are -

- » Increased literacy, no. of scholar, literature
- » Increased research & development
- » Growth of Technology
- » Today is an era of information explosion

CONCLUSION

Technology has made the ease of access to information possible by Email, text messaging, social network. Emails are used every day by teachers and students to use in the sharing of information. Nowadays internet is the common platform for educational material. Whatsapp is also a one of the popular application used in different organization whether it is a school, college or even in universities, in this student and teacher can share educational and administrative information.

So I conclude that Information Explosion is indeed a 21th century reality. But seeing the development in research in coming decades the problem of information will increase. Therefore it required an effort from library and information, Professional computers scientist ,academician and knowledge management specialist so that the adverse effect of information overload could be kept at a minimum and the information seekers are provided with effective and innovative way for tackling the problem.

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A Study of Digital Exposure of under 10 Age Children and Parental views about it at Manipal, South India

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ABSTRACT

Increase in the usage of internet by people at large was the broad foundation for this qualitative study, which was done to assess the extent of digital exposure of young children and parents' concern in relation to its monitoring and management in Indian context. The study was done and reported by Sowparnika Pavan Kumar Attavar and Dr. Padma Rani (Prof.), School of Communication, Manipal Academy of Higher Education, Manipal Global Media Journal, Indian Edition, (January 2018) has been presented as this research paper. Thematic analysis of in depth semi-structured interviews of fourteen parents was done. The study covered three crucial areas (a) the extent of ownership, access, use and type of activities involved with digital media by young children in their home (b) parental perspective and (c) the strategies that parents use to manage and monitor young children's digital devices usage. The study revealed that that children under 10 had easy and high access to digital devices at home usually in the form of parent's smart phones. Major activities included watching videos on You Tube, playing games on various game apps, watching daily soaps on hot star, sharing information and views on WhatsApp, even shopping for books on shopping sites like Amazon.

The study also found that children could easily perform downloading, installing apps, sharing files between two devices and even do multimedia tasking. Few Parents believed that digital exposure is beneficial hence encouraged while few restricted. Few parent used digital devices as digital pacifiers and also felt that young children's excessive use was a normal development; almost a "generational thing". They managed and monitored children's digital media usage through open conversation, by relying on parental control and passwords; and through clever deception.

Review of literature

In India more people have mobile phones than toilet (UNICEF, 2014) digital devices play a key role in children's lives. They are screen based and include the smart phones, tablets, computer, game consoles and even television (Blum Ross and Livingstone, 2016). Insightful work by (Kabali, et al., 2015), (Buckingham, 2004); (Livingstone and Bovill, 1999); (Luke, 1999) have acknowledged the interactivity and mobility of smart devices make them very different and more impactful.

Recent trends in children's media usage indicate more media multi-tasking, more hours of screen time, independent usage and even early owner-ship. (Common Sense Census : Media Use by Kids Age Zero to Eight, 2017)

Luke (1999) argued that children using electronic and digital media had to deal with the complexities of a hypertext environment : multitude of information choices, quick responses to information cues, instant decision making and swift action like a click or swipe.

Excessive use of screen based media by children across all age groups lead to negative health effects like obesity, sedentary behaviour, poor dietary habits, poor sleep. (Sahin-Dagli, 2016)

Marsh et al., (2005) have pointed out that contrary to popular belief children's active engagement with media promotes play, speaking, listening and reading.

This study attempted to understand 0 to 10 year old children's digital media habits, the role

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parents play in enabling or preventing their children's digital media uptake and their general perceptions about children's digital media use.

Methodology

This qualitative study was done with seventeen parents whose children were less than 10 years of age and were going to private schools at Manipal. Thematic analysis of semi structured, in depth interviews of the parents was done. Either or both parents were present for the interview. Each interview was recorded using an audio recording application on the researcher's phone. Duration of the interview session was about 17 minutes to 50 minutes. 3 interviews faced issue with audio recording and so for the final analysis only 14 interviews could be considered which were then transcribed and thematic analysis applied according to Braun and Clarke (2006)'s 6 - phase step by step guide.

Thematic Analysis

Thematic Analysis is a method for identifying, analysing and reporting patterns (themes) within data (Braun and Clarke, 2006). According to them thematic analysis is a very flexible method of qualitative analysis and is a "method which works both to reflect reality and to unpick or unravel the surface of reality".

Themes

Following Braun and Clarke guidelines, six themes were initially identified. But to be in line with the research questions, the themes were further refined and following 3 main themes were identified -

1. The nature of access and use of digital devices by young children
2. Parent's attitudes towards digital technologies
3. Parent's actions to manage and monitor children's digital devices use.

Analysis and Discussion

Nature of Access

High and low access - This study found that there were some children who had many number of devices available for their use and also had easy access to them.

Excerpts

Researcher (R): but has there been instances where they have seen relatives or friends play these games and have they demanded to play? Parent14 (P14): Yeah, they have seen it. My sister's kids have devices like this and they do play on it but my kids have not asked to play...I don't have to face any issues, they (the kids) are away from it (games). I have consciously kept them away from it. [P14, father of 5-year old boy and 9-year old girl]

Note: P14's house also has three smartphones, laptops, and an iPad. The five year son, in fact, has a smartphone of his own. Yet, as the father points out he has deliberately restricted his children's use of certain content like games on the digital devices.

She has access to all the devices - if not one then definitely the other. I do not give my device...her mother's phone is always available, so is her grandfather's and grandmother's. [P10, father of 7-year old girl] (b) Early access: This study found that under 10-year children in Manipal were introduced to digital devices - mostly the smartphone - very early in their life.

Parents said that they introduced their children to smartphones even before they turned one and some other parents said that they had taught their toddlers how to use the various features of a smartphone or a desktop or a laptop. Parents also believed that their children learnt how to use these devices by seeing them use one. Ownership of smartphone was also noticed. Below are some case in point examples from in the form of excerpts from the interviews: R: Do both the kids use these devices? Has the daughter been introduced to any of these devices? P5: Mobile and TV. He (the son) uses the laptop or desktop for school purposes. R: When was it introduced for him? P5: From childhood he has spoiled so many phones - he would put it into the water or throw it while feeding. [P5, mother of 8-year old boy and 1-year old girl] R: Can you tell me when was your daughter introduced to digital devices? P10: As a baby she was introduced to internet first - on the computer- and then was introduced to

phones. She was a fussy eater, so my wife would show her videos on YouTube on the computer. What began like that at age 1-year to 1.5-years moved to mobile phones by 2-years to 3-years. By that time she was smarter. Earlier she didn't know how to unlock the phone; by 3-years she had learnt everything by looking at how we do it. [P10, father of 7-year old girl]

This indicates that prior research findings about young children's digital devices usage that infants and toddlers get easy access and therefore use them from a very young age is true to the Indian context too. The parents in the above examples had multiple digital devices at home. P5's home had five functional devices including a smart TV and P10's had five smartphones and one desktop. As the second largest internet and smart phone market (International Telecommunication Union, 2017) (KPMG-FICCI, 2016) in the world, India has seen rapid growth in the telecommunications industry over the past couple of years. Affordability of internet data and smartphones coupled by aggressive marketing by telecom firms, smartphone makers, and favorable government policies has enabled Indian families to own multiple internet enabled screen devices. Therefore, we believe that these factors have contributed to increase in families ownership of digital devices which in turn has fostered increased access to and use by young children in Indian homes. c) Father's phone is not accessible: The study found that in most families children accessed their mother's or other family member's smartphones but not their father's. However, the study found that wherever mother's phone was not enabled with internet children used their father's phone.

Examples

RI: child uses your phone or your husband's phone? P13: My phone... (sic) husband like...he never gives his phone to her...like I'm at home only so she mostly takes my phone. [P13, mother of 6-year old and 8-months old girls] P9: ...His father's phone he doesn't touch, it's a strict no. [P9, mother to 7-year old and 1-year old daughter] The fact that father's phone is usually not accessible by children points at two key features of Indian families – one, father is usually the strict one. He is accorded the highest respect and a no from him is almost, always a no, even in the case of smartphone access; two, that young children are mostly in their mother's care as she stays at home or juggles work and home while the father goes to work. This characteristic feature of Indian nuclear family is applicable to the parents in this study's sample. d) Children access to digital devices was enabled by an older sibling, cousin or others: Young children mostly learnt the various techniques of using a digital device (locking/ unlocking the device, sharing files over Bluetooth, using Google search or YouTube search, installing apps among others) from an elder sibling, friend, or family member. Young children learn new things through observation and imitation. The findings from this study reveals that for young children, older children in the family are the 'role models' for exploring and using the features offered by digital devices.

P5: Our 12-year old neighbour has introduced my son to internet on TV. We had deliberately not used the feature knowing that if did it the kid would also want to do it, but yesterday the neighbour kid meddled with the TV and figured it out and now both he and my son use internet on the TV. [P5, father of 8-year old boy] P3: (Sic) Her brother (14-year old) has taught her a few games that she now plays on her own. P2: She wouldn't have learnt it but for her brother [P2 and P3, parents of 5-year old girl]

Nature of use

When, why, and how do children under ten in Manipal use digital devices for? The research found that children engaged with a variety of different content on the digital devices and used different applications to achieve it. The use of YouTube was found widely for watching entertainment videos. The OfCom's children and parents' media use and attitudes report (2014) too noted a similar trend. Other widely used applications included WhatsApp, Hotstar, and Amazon.

a) WhatsApp: WhatsApp was used for family communication including sending text, voice and picture messages to family members and making WhatsApp video calls. One exceptional use of WhatsApp was noticed in the 5-year old child of P14. His activities on WhatsApp included sharing links of songs that he liked on YouTube, and random text and voice messages to his father and other

family members.

Here is an excerpt from the interview:

P14: Yes...and my son is on WhatsApp. R: your son has an account on WhatsApp? P14: If I come across any art references for my daughter, I send it to my son on WhatsApp and he shares it with his sister. Similarly, he will do a drawing, he will take a picture and send it to me. And he will send me links of songs that he likes.

R: He knows how to copy and paste a link from YouTube to WhatsApp or rather share a link?

P14: Yes...he will send my links and he will send me voice messages... I love you daddy like that. And he has a group where my mum and dad – his grandparents are there. He will share photos to that group.[P14, father of 5-year old boy and 9-year old girl] b) Hotstar: A 6-year old child, the daughter of P2 and P3 used Hotstar, a popular.

Indian Video-on-Demand, online streaming service to watch a daily Kannada language soap, Neeli. Such was the child's obsession with this daily soap that she demanded her father's smartphone to watch it every day. Excerpts from the interview with parents, P2 and P3:

P3: She likes to watch her favourite soap, Neeli. R: So, she uses the phone to watch the serial?

P2/P3: We disabled the cable connection on TV. So, she uses the phone to make up for it. P3: Jio offers 1 GB of free data every day. She watches it until that 1 GB is consumed entirely.

R: Does she watch the said serial every day? P3: Yes. Everyday. On weekends (Saturday/Sunday) when the serial is not broadcast, she watches old episodes of it.

R: What application does the child use to watch the serial? P3/ P2: Hotstar.

R: Does she demand the phone? P3: Yes, for the serial, she will ask for the phone.

P2: If she feels the need to watch something, she will take it.[P2 and P3, parents of 5-year old girl] c) Amazon: A 7-year old child used his mother's phone for online shopping of books using Amazon's phone app.

R: So you said he orders books on Amazon, how did that happen? P9: He saw me do it...and started doing the same. In one instance I didn't even know when he had ordered...after the book was received itself I came to know about it. [P9, mother to a 7-year old boy]

The above findings suggest that under 10-year old children use digital devices to engage in various activities and consume a wide variety of content and are proficient in using various platforms including YouTube and online streaming services. The findings resonate with larger national level trends in the US and UK (Rideout 2017) (OfCom 2014).

b) Digital devices are digital distractors or pacifiers: An important finding that emerged from this study is that parents have and continue to use their smartphones as digital distractors for kids, especially during meal times.

P5: She doesn't sit one place... So my husband downloaded some rhymes and ads (she likes ads). He has put it all on the USB which I connect to the TV... But I do this only when she is not feeding and I don't have any other go. [P5, mother of 1-year old girl] P10: She was a fussy eater, so my wife would show her videos on YouTube on the computer. [P10, father of 7-year old girl]

Using digital devices, especially as digital pacifiers and detractors is a disturbing development (Kabali, et al., 2015) (Radesky, Schumacher and Zucke2015). This study points out that the same is prevalent in Indian context too.

c) Young children use the digital devices independently or with minimal assistance: Listening to the parents about their children's proficiency in using digital devices tells that children use the devices independently or with minimal assistance. Parents also acknowledge that the kids know more than they do.

Excerpts

R: Did you download the games? P8: No, he himself downloaded it. He went to Google Play and downloaded. Initially he didn't know how to use it but since he uses the phone daily. Every day for

half an hour to one hour, he automatically learnt it. Day by day practice (Sic). [P8, father of 5-year old boy]

P7: I did not know what Share.it or Bluetooth was. But he knows all about it and how to use it. [P7, father of 8-year old boy].

RI: Is he proficient in searching for the desired songs on YouTube?

P14: Yes. He will ask for the spellings or use the voice search. [P14, father of 5-year old boy]

Children in this study possessed superior digital skills. Five year olds independently used Video-on-Demand services and shared YouTube links to their fathers on WhatsApp. While searching for desired information, they sought and got help from parent for the correct spelling of content or used the applications' search history or used their voice search feature to make up for their poor spelling skills.

Market research agency, Nielsen's Mobile Kids 2016 report summarised in a blogpost on their website terms this development like this: "today's kids aren't just carrying smartphones—they're mastering them. In fact, many are just as skilled as their parents—or even more so in some cases." (Mobile kids: The parent, the child and the smartphone, 2017). This is an aspect that other scholars of media research and child psychologists (Freed, 2015) have pointed out.

d) Children depended less on digital devices when parents highly encouraged and offered adequate alternate stimulation: Our study found that children who depended less on digital devices involved in non-media activities like reading, making puzzles and drawings, outdoor play among others. Parents too have acknowledged this with some parents even attributing the lack of alternate stimulation as a primary reason for their children's dependence on digital devices.

Here is an excerpt

P10: If it is holidays it is the biggest worry for me because now a days they don't go outside. Majority of her time goes towards digital devices –that's a concern. Earlier when we were young we had enough outdoor spaces–grounds – to play. But now there are buildings everywhere and no space for children to play. Even the roads are unsafe. So we keep the kids at home; for us it is safety. She says she is getting bored. What will I tell her? There is no park near our house or children of her age; she doesn't play much with the neighborhood kids.

R: So would you believe that the fact that there is no alternate stimulation to her is making her dependent on the mobile devices? Yes, that factor is highly there. [P10, father of 7-year old girl]

In another example, parents P11 and P12 rely on story books and book-based activities to keep their children off-smartphones.

P11: Whenever we go somewhere, we all carry a book and we try to engage ourselves, no matter what. And if he (son) gets annoyed or doesn't want to read, then I read to him; involve myself. We wanted to set an example to other parents too. P12: From the time she (daughter) was in my womb, I used to buy children's books and read aloud, the same with him (pointing to son). When he was 6 months old I would read to him, he used to love it. So from that time till today, I have made it a point to read a book every night. That way it was conscious decision from my side to keep them away from smartphones.

[P11 and P12, parents of 5-year old boy and 10-year old girl] Research by Luke (1999), Chassiakos, Radesky, Christakis, Moreno & Cross, (2016) and scholars like Heitner (2016) and Freed (2015) have pointed out to the hazards of screen-based media – high level of audio, visual, and touch-based interactivity – as a factor that easily attracts and keeps young children hooked to digital devices. And therefore, their research calls for parents to find and provide effective alternatives to screen-based media. These alternatives include creating an unplugged zone in the house, inculcating reading habits, and encouraging outdoors activities. This study found that some of the parents in Manipal were already practicing some of these techniques very successfully while some others were struggling to find solutions to this.

Theme 2: Parents' attitudes towards digital technologies and their children's use of digital devices Parents interviewed for this study expressed both favourable and unfavourable attitudes towards

digital technologies in general and smartphones in particular. Below are the excerpts from the interviews-

a) “Internet is fine, it is educational” The findings of our study tell that parents in Manipal have mixed attitudes towards digital technologies. Excerpts from the interview:

P10: Just a few days ago – I didn’t want her to get overexposed to radiation (on the smartphone). So, I showed her how to connect the phone internet to the PC and use internet (for viewing kids channels on YouTube). I taught her how to do it. So my worries are a little less now because internet is fine: they will learn something new. And plus, educational games – they will make learning fun. [P10, father of 7-year old girl]

P7: In a way, using a digital device aids in developing mental skills but if they use it for games and YouTube videos which will give them access to a lot of other things then it can be dangerous but otherwise for their mental development, internet is useful but it has its affects.[P7, father of 8-year old boy] The findings of this study are in tune with previous studies that gauged parents’ views about digital technologies (Dinleyici, Carman, Ozturk, & Sahin-Dagli, 2016). Parents today are familiar with and also use digital technologies and devices at workplace and home. In fact, Blum-Ross and Livingstone (2016) term such parents as a “new generation of parents” who are making “increased investments in digital technologies as a means of furthering their children’s education, maintaining social and familial connections or simply facilitating and enjoying daily life” (Blum-Ross and Livingstone 2016).

b) “If you don’t give them certain digital devices they will lag behind” Parents in Manipal felt that it was important and essential for their children to be familiar with digital devices and technologies because everyone around them – in schools especially – knew and used it. Parents feared that if their children didn’t have the necessary digital skills of the digital era they would lag behind, which of course to absolutely unacceptable to any Indian parent given the amount of importance attached to academic performance in Indian society. Parents in India often think that if their children are not proficient in the latest technology or digital device out in the market, it may impair their social and academic development.

Excerpts

P6: I also have to add here that if you don’t give them certain digital devices they will lag behind compared to other children...the other day I noticed, another child from son’s class out performed him because he did not have access... Even with rhymes (pointing at daughter) if we don’t expose them to it through technology they will never learn now a days. Other children may be exposed. Whether I should give or not; should I encourage or not is a challenge. [P6, father of 8-year old boy and 1-year old girl]

c) “Digital devices and children? It’s a generational thing, you can’t do anything about it” The third interesting view expressed by the parents is that it is natural for children to use digital devices because “it’s a generational thing”.

Excerpts -

P1: Today’s generation is like that; they need mobiles for eating too [P1 mother of 8-year old boy] P5: We can’t keep our children from using it (digital devices), now generation is like that [P5, mother of 8-year old boy and 1-year old girl]

Parents brushing aside children’s digital media dependence as a generational thing is a cause for worry. Yes, it is true that modern world’s children are digital natives (Freed, 2015) who quickly adopt new technologies and use it with ease and proficiency, but, Heitner (2016) also cautioned against equating children’s good digital proficiency with good digital citizenship. Therefore, when parents think that their children use digital devices like every other kid on the block, it shows that they have taken young children’s digital media usage too lightly and consider it to be a normal development.

d) “Smartphones are harmful”

There were parents who expressed a high amount of displeasure towards the smartphone.

P11: Smartphones – No. I was too much concerned about how it might affect them. That way it was conscious decision from my side to keep them away from smartphones.

P12: We know how much harmful they can be. There are proven research studies that tells how they are adversely affecting children; they are hazardous to the health. In fact, I have also decided that I would use the phone in a limited manner... [P11 and P12, parents of 5-year boy and 10 year old girl]

These findings tell us that every parent has a different viewpoint about the merits and demerits of digital technologies. Their different attitudes may be influenced by personal experiences or other social factors like their own upbringing, socialization, and family environment. This study found that parents in Manipal had positive, negative, and mixed attitude towards digital devices. However, this study cannot tell if both the parents in a given family held a common view or if there were contradictions. Nevertheless, this study tells that parents' attitudes may directly influence the way in which they manage and control their children's digital devices usage. For example, one parent, P8 who believes that internet is useful doesn't limit his five year old son's use of digital devices. On the other hand, the couple, P11 and P12's attitudes towards digital media in general and smartphone in particular has made them, in their own words, "consciously keep them (their children) away from it" by facilitating their children's involvement in non-screen activities like reading and play.

Theme 3: Parents' actions to manage and monitor children's use of digital devices The study found that parents in Manipal use five distinct but not mutually exclusive ways to monitor and manage their children's digital devices access and use:

a) Through conversations: Parents use the power of talk to help their children realise the merits and demerits of digital devices:

P7: I often talk to him about how games can be misleading – I tell him how internet games can be harmful. [P7, father of a 8 year old boy]

b) Through tech tools: Enabling passwords or activating parental controls on apps or having effective firewalls were a useful method that parents in Manipal used in order to manage their children's digital devices usage.

Excerpts:

P6: My son uses WhatsApp to watch videos. We are on many groups, so videos do get downloaded. So we had to put in restrictions and passwords. [P6, father of 8-year old boy, and 1-year old girl] P14: On YouTube and in fact, even on my mobile I have restricted mode is on. So content is safe, no misleading videos or even advertisements are unlikely to come. I have checked it. [P14, father of 5-year old boy]

c) Through deception : It was found that parents also told lies to their children in order to prevent their child's access and use of digital device of certain applications within the devices. One common form of deception was this: parents deleted an application or restricted a channel through password but told their children that someone else – like the 'internet-person' or 'cable-man' had done it.

P10: I don't give my phone to her. I have told her my personal phone belongs to the office...that's how I cheated her. [P10, father of 7-year old girl] P6: We put parental lock on some of the channels on TV, but he thinks it is the cable-uncles who did it; that's what we've told him. [P6, father of 8-year old boy] P2: We had enabled the password for YouTube, and she would throw a tantrum and demand we put the password. Finally the internet people deleted YouTube. [P2, father of 5-year old girl] (Note: the father says this because the child is in the room as this is being discussed. In reality, the parents deleted the application and have had to tell that the internet people deleted it).

d) Parent's own periodic monitoring of the phone

P2: On WhatsApp, I delete videos and images that I think are inappropriate.

Conclusion

In this qualitative study in relation to use of digital devices by young children it was seen under the three broad themes that children had an easy access to digital devices mostly due to multiple smart phones in addition to tablets, laptops, desktops, smart TV and game consoles. Few children under 2 had an access to digital devices enabled by parents. Some devices like smart phones were also used as

digital pacifiers and distractors when children made a fuss about eating. The father's phone was in accessible .It was always an elder sibling or cousin who helped the children master the features of digital devices.

A popular activity for children was watching videos.In addition children were using voice searches on Google,messaging,texting or calling on WhatsApp,even using shopping apps.The children are adept at using the digital devices in their home independently or with minimal assistance.

The parents attitude towards digital media use varied.Some parents considered it beneficial.Some considered it “generational thing”.They even encouraged its use by young children to make them competent.Different strategies were practised by parents to monitor and manage their childrens digital media use;usingconversation,using tech tools,by entirely limiting the use of digital devices and by parents personally scanning the phone for risks.

To conclude,the findings of this study is relevant proof that there is an increase in young children's ownership,access and use of digital devices. This increases the challenges for parents, educators, caregiversand even policy makers to help them correctly and positively navigate their digital media environment. This presents an opportunity for further researches by researchers, policymakers, child-focussed professionals, paediatricians to equip parents with information recourses that will help them understand and guide their children's digital media choices.

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Role of Social Media in Big and Small Business

Jitender Kumar

ABSTRACT

Social media plays a vital role to have business activity if you want to be a success businessman you will have to Create and develop a website. Along with having a website, you need to extend your online outreach to social media platforms. Social networking sites such as Twitter, Face book and YouTube are essential for maintaining a competitive edge. One of the key advantages of social media for businesses is that it enables you to interact with your customers. Going through the tweets and Face book updates that are posted by your customer base gives you insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs. We will know the some following important components of social media in this study which tell us how to play role of social media in big and small business.

Find Customers

Hash tags and keywords are useful for helping you identify potential customers who are interested in what you are selling. After finding prospective customers, you can simply direct them to your account where they fill out more about your business.

Social Environment

A social networking forum efficiently creates a social environment for you and your customers. Such a forum enables you to acquire important feedback regarding your business. Social media serves the purpose of making it easier for consumers to find out and distribute information about different brands, products and services. A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media. If the opinions and reactions of your consumers matter to you, going social is necessary.

Effective Marketing

The social networking nature of platforms such as LinkedIn and Twitter generates interest among followers who are more responsive to them than a blatant marketing approach. You can use social media creatively to advertise your products and services without making your customers feel like they are overwhelmed by your marketing campaigns. Advertisements strategically placed within informative posts are an effective way to spread the word about your business. Social media spreads awareness about your business while giving you the chance to constantly remind them about the products and services that you offer.

Competition

If your competitors are already using social media accounts for marketing and engaging their customers, you need to ensure that you are keeping up with the digital marketing strategies that are being implemented. In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order for you to be able to boost online traffic to your site and increase sales, you need to stay ahead of the competition while providing your customers with the best products and services.

Online Presence

Social media has gradually evolved into an integral aspect of people's daily lives. From sharing details about lunch to ranting about bad service, people discuss virtually everything about their lives. Several people visit social networking sites each day and businesses need to maximize on their online presence. Statistics indicate that the way people utilize social media and interact online influences

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their purchasing decisions. With more consumers choosing to make their purchases online, their approach to shopping has drastically changed. This makes it necessary for retailers to incorporate social media and adapt to the changes that have affected advertising and marketing in general.

Communication and Branding

Communication is vital for the success of any business and engaging your customers regularly helps to enhance your image. Social networks allow you to interact and deal with your customers on a personal level. When your brand gets involved in conversations, customers view it as approachable, responsive and accessible. This type of exposure positively influences how you are perceived and makes customers more receptive to the information that you share. Both social profiles and websites can help improve your branding efforts. Your existing and prospective customer base will be able to identify your brands' characteristics based on how you interact on social media.

Improve Responsiveness

Social media eases the process of providing and receiving feedback. If your customers have concerns or problems with what your business offers, they can let you know in a timely manner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt with.

Affordability

Managing your social media accounts is a cost effective way to promote your business by using affordable social media marketing campaigns that strengthen your company's online visibility. Social media does not require an extensive budget, which makes it fair for small businesses that are competing with well known brands.

Database

DBA services provide service delivery solutions that are flexible enough to meet the diverse needs of different companies. Emphasis is placed on the management and support of databases from remote locations while catering to the specified needs of various customers. Services are available for different database environments to provide a dependable, secure and expert approach to database management.

Informative

Social media is informative and gives you access to what your competition is up to as well as what customers are posting online about products and services. This gives you better insight into the market and various factors that affect your industry.

Importance of Getting Social

Social media sites let you know what is popular. They also provide a platform for people to talk about pertinent issues and what they prefer. Social media was initially personal but has extended to the business realm. It plays an essential role in marketing strategies by increasing traffic and serving as a part of your SEO strategy. Businesses need to work on their social skills and how they interact with their customers online for the best results. Success in social media marketing involves being strategic and innovative. Social media drives traffic with referrals and the additional advantage of taking up a considerable amount of time spent online. Marketers are becoming increasingly aware of the need to allocate time and resources to social media sites

There is given following social media channels can be lead to help you understand the performance of social media sites in big and small business.

Social networking sites

Everyone create profiles, build networks and share information on social networking sites. Businesses can also develop their own profiles or pages and attract followers for the purpose of finding new customers, brand development and networking.

Examples of social networking sites include Face book, Pinterest, Instagram and Google+.

Job networking sites

Job networking sites can be used to build a professional business profile and connect with networks of skilled people for the purposes of recruitment. LinkedIn is one example of a job networking site.

Blogs

A weblog or blog is an online journal of thoughts, observations, promotions, links, images or videos. Blogs are typically public and can allow readers to comment on posts and interact with the author. They can be hosted in-house or through blogging platforms that provide content management software and website hosting. Some examples of free blogging tools include Blogger and WordPress

Micro-blogs

Micro-blogging sites enable users to send short messages to a network of followers. Micro-blogs can be useful for businesses with a lot of information to share. Twitter and Tumblr are two examples of micro-blogging sites.

Video-sharing-sites

A video sharing site is where users can upload and share their videos. Users can then comment and share those videos with others. You Tube and Vimeo are two examples of video sharing sites.

Podcasts and vodcasts

A podcast is an audio file typically containing blog-style or lecture-style content and is usually available either for download onto a computer or portable device (so it can be played offline) or streamed live. Vodcasts are just podcasts in video format.

Social-News communities

Social-news communities are websites where members discover and share interesting news or links to others in the community. Social-news websites are not intended for selling your products and services. Some examples of social-news communities include Digg, Stumble Upon and Reddit.

Private social network services

A private social network service hosts a series of private networks where users can share information within that private network. This type of service is useful for businesses that want to develop a secure organization - only network for the purpose of knowledge sharing. Yammer is an example of a private social network service.

Location-based services

A location-based service helps you connect and interact with other people and businesses in your area. Foursquare is an example of a location-based service that also enables you to recommend or rate businesses

Conclusion

Thus we can concluding the role of Social media networks are a major resource for both small and big businesses that are looking to promote their brands on the Internet to properly utilize the power of social media, you know the most popular social media sites and identify the ones that work best for your business to avoid spreading yourself too thin. The platforms are easy to use and some of them even have paid advertising options for businesses that want to reach new audiences and we can say social media help you link together your customers, increase awareness about brand, and boost your leads and sales in business.

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Information Technology for Agricultural Development in India

Bhavna Yadav

ABSTRACT

India is an agrarian economy with 68% of population lives in the villages. Rural sector play an important role in Indian economy, because most of the raw material for industrial sector as well as agricultural and food grains product are arise from rural sector. It is also known as back bone of Indian Economy. Due to fast Growing Population of our country demands for foodgrains is also increasing. At the same time, the traditional inefficient agricultural practices are pressurizing to reduce fertility and yields followed by the exploitation of farmers by the middlemen who prevent the farmers from getting the best price for their produce. Under such circumstances, information technology becomes more important for agriculture sector. Since information technology is creating revolution in every field there is a necessity to empower the rural community also by creating appropriate technological infrastructure, promoting digital literacy and providing various digital services. The vision of our Honorable Prime Minister assures several initiatives taken to provide “Protective shield” to the farmers to increase production, improve storage and connectivity with the consumers for timely supply and profit. This paper intends to explore the possibilities for scope of information technology in agriculture and initiatives taken by Government and other private sector companies for providing Digital Infrastructure.

OBJECTIVES

To study the need and possibilities of information technology in Indian agriculture sector and to find out the scope of applying information technology in agriculture laying emphasis on various ICT tools used in agriculture and their impact on rural economic development.

METHODOLOGY

The methodology is divided in two parts one is conceptual study of possibilities of applying information technology for agriculture, and study of some practical application of these technologies in India for which information is collected from online source. This paper covers “Digital India Program” and the Impact of digitalization on Indian agriculture, which has PAN India coverage.

Second is to study the impact of information technology on agriculture. The methodology used in this research work is secondary data analysis. Only secondary data taken from some authentic government sources, magazines and research papers of some eminent researchers is taken. Information was collected from online data and information available through Government sources.

INTRODUCTION

Over the last few decades massive technological development has transformed people’s lives India is experiencing technological boom and in recent times its need is being felt in the agriculture sector also. India being a country where about 68% of the population lives in rural areas and agriculture is the main source of livelihood for about 58% of the population, the role of information technology is rather important for the development of economy.

The emergence of farm technologies along with the information and communication technology (ICT) framework is still evolving in India, and it holds tremendous potential to both positively impact agricultural performance and enhance farmers’ income. Information and Communication Technologies (ICTs) will play a key role in the exchange of knowledge, targeted recommendations, market integration and access to finance to make agriculture a profitable enterprise and attractive for youth. New digital technologies now make it possible to collect and leverage huge amounts of critical data at minimal costs.

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Thus making a farm's field operations more insight-driven, and potentially more productive and efficient. The agriculture eco-system is already starting to invest in these digital technologies. Greater use of digital agriculture services is vital to not only improving a farm's financial performance, but also to meet the food needs of an expanding population.

Technology is empowering Indian agriculture by helping overcome productivity stagnation, providing climate information, strengthening market linkages, and enhancing farm management. In the past, Indian agriculture faced a challenge to grow more food, but presently it faces rather more difficult challenge today and for the future that is to grow food more sustainably for which information technology proves to be a reliable solution.

Need for Information technology

- » In India farmers still mostly depend upon 'fellow farmers' as the preferred source of information, followed by retailers of Agrobusiness, and TV/Radio/Mobile and only very few on Agri-extension officers. Information provided by extension services are either biased (e.g. Agri marketing companies) or less actionable due to lack of consistency, accuracy and personalization (e.g. some public sector programs). This acts as a hindrance for adoption of modern Agri-practices due to which crop yields in India are still very low as compared to other developed as well as developing Countries. Thus proper digital platform for information is required by the farmers in order to get up to date information.
- » Small and marginal farmers also suffer as they produce small quantities and their socio-economic conditions force them to depend on multiple layers of middlemen. Hence they also need information and other modern facilities.
- » Information technology manages risk and creates opportunities by providing timely information and cost-effective techniques.
- » Social effects of the Digital Green approach on the community can also be seen in the community's sense of empowerment through exposure to new skills and technologies. Most of the villages in India where Digital Green functions have little or no access to electricity or even basic technology like television, computers or mobile phones have the younger generation keenly interested in accessing them and also enthusiastic to learning the 'Modern' skills.
- » Information technology will help Agriculture Sector to Improve Yield & meet the growing demand for agricultural produce.
- » Make Agriculture More Profitable (Higher Production at Lower Price).
- » Optimum Utilization of Resources
- » Cheaper & Economical-Tailored to Specific Needs of the farmers
- » Helping overcome productivity stagnation

Possibilities under Smart Agriculture

Information technology in agriculture sector will help improve yield and meet the growing demand for agricultural produce. There are number of possibilities under Smart Agriculture like -

- » Information about Modernizing Warehousing and storage
- » Making crop insurance more effective
- » Precision farming with GPS assists for best crop management.
- » Drought and moisture control and meteorological data analysis
- » Information about Analysis of rainfall data and recommendations to aid in better decision making
- » Information about irrigation data, rain fed areas, dry lands etc.
- » Information about Soil quality and pest control
- » Information about livestock and cattle health

At the pre-harvest stage, Information technology can be used to recommend type of crop and input selection and assist the farmer in obtaining credit and insurance, Plant disease and pest-related assistance; at the post-harvest stage, real-time data on both domestic and export markets are needed. The growth of competitive markets in the country and globally as well as demand for consistent food quality is making the adoption of such tech-based solutions imperative for the Indian farmer in order to

sustain in the market.

Technologies that are important for modern agriculture are -

- » Mobile Phones
- » Mobile Money / Digital wallets
- » Remote Sensing
- » Drones/Unmanned Aerial Vehicles (UAV)
- » Big Data and Analytics
- » Mobile Soil Testing Laboratories
- » Soil Health Cards
- » Digital Soil Maps
- » National Identity Databases (Aadhaar)
- » E-Commerce
- » Sensors Networks (plants, soils, irrigation, etc)
- » End-to-End services for farmers Data ecosystem
- » Aggregates geospatial and temporal datasets for sustainable intensification (e.g. digital soil maps, weather, variety adaptation zones, crop systems)

Digital Technologies Transforming Indian Agriculture

Government's Digital India project launched on 1st July 2015 by Honorable Prime Minister Shri Narendra Modi, envisions empowering citizens with e-access to government services and livelihood related services. The project has three core components, i.e. digital infrastructure, digital services and digital literacy.

Program "Digital India" which seeks to empower people through access to digital technology providing increasingly robust infrastructure and service platform has immense potential to positively impact agriculture. The government has also launched the Custom Hiring Centre, a rental model for using tractors and other farm equipment with the twin objective of encouraging rural entrepreneurship.

Among the prominent ventures backed by large conglomerates in India is ITC's e-Choupal, a comprehensive digital knowledge hub for farmers, which has 6,100 installations covering over 35,000 villages and serving over 4 million farmers.¹⁶ Launched in 2000,¹ the first-of-its-kind initiative not only benefited the farmers doing business through their network.

Mahindra & Mahindra (M&M), one of India's leading producers of tractors and farm equipment, is innovating along with expanding its core business. M&M's Tringo, a mobilebased app enabling farmers to rent tractors, is a unique example of leveraging technology to help farmers use machinery without having to make the large investment through Tringo.

Tata Consultancy Services (TCS), India's leading IT firm, offers personalized advisory services in voice and visual formats using communication devices such as mobile phones through its m-KRISHI platform. The growing penetration of mobile phones in rural regions of India is leading to the development of several mobilebased applications by government departments, entrepreneurs, and private sector.

A large number of entrepreneurs have also ventured into this sector to take up specific challenges. Due to technology thrust of these ventures there has been on reduction in the time duration of crop cycles, reducing the usage of agro-chemicals, saving on water and energy, automating for efficient farm management, reducing the usage of agro-chemicals strengthening farmer market linkages, and improving cold chain logistics for higher value addition. Examples of these leading startups are -

Ekgaon Technologies - Offers a range of services to farmers, rural businesses, and women. The Ekgaon One Village One World Network is leveraging mobile communication technology to encourage the sustainable development of women-self-help-groups (SHGs) and small farmer

Stellapps Technologies - This is providing dairy farm optimization and monitoring services with a special focus on small and medium-herd farms. Their applications and tools leverage the Internet of Things, big data, the cloud, mobility, and data analytics to improve milk production, milk procurement, and the cold chain, and to boost animal insurance and farmer payments.

A number of new start-ups are also developing solutions to tackle with the climate change

challenges. For example, Skymet Weather Services is involved in monitoring and predicting weather and providing Agri-risk solutions. Skymet can measure and predict yield at the village level for any crop with a high level of accuracy and can also accurately forecast the weather in the short, medium, and long term.

Ecozen Solutions has developed state-of-the-art solar-powered products for irrigation and cold storage, with the aim of catering to small & marginal farmers and regions with limited or no electricity.

Barrix Agro Sciences offers eco-friendly crop protection methods that have the potential to minimize a significant proportion of the damage caused by pests and diseases without overdosing crops and plants with chemicals, thus preventing soil and water contamination.

There are also ventures that started out as Agri-tech start-ups in India but, owing to their innovative solutions, are now operating as medium-scale businesses.

e-Kutir Global, offers an online and mobile based platform to connect marginal farmers with stakeholders across the value chain such as soil-testing labs, suppliers of seeds and fertilizers, banks, exporters, food-processing units, and branded retailers. Agri Suite by e-Kutir offers a one-stop solution for all the needs of a farmer; their field partners also train farmers to use their application.

The budget announced by the central government confirms its commitment to modernize agriculture systems in India through information technology. Due to the efforts of the government the rural internet penetration has grown from 18 percent in 2016 to 20.26 percent in December 2017.

“Even through the growth rate in rural India may seem higher, it is mainly due to low-base effect, given total internet users in rural India are still critically low,” said the report titled “Internet in India 2017” released by the Internet and Mobile Association of India (IAMAI) and market research firm IMRB Kantar.

CONCLUSION

The application of information technology in agriculture has been helpful in promoting data generation as well as the advanced analytics that allow farmers to make smart decisions about farming and to benefit from an economical use of inputs and labor. Although application and innovation in the field of Digitalization of Agriculture, still remains to be exploited. New digital technologies now make it possible to collect huge amounts of critical data at minimal costs—thus making a farm’s field operations potentially more productive and economical. It will also help to meet the food needs of an expanding population. Designed for developing countries and small farmers, digitalization can enable agro-input providers to boost productivity and help farmers improve agricultural yields by providing information regarding fertilizer, pesticide, and seed recommendations personalized for each farmer’s land and needs. ‘Digital India’ is also aiming to transform the interface of country’s socio-economic dynamics and will help to bring

systems and infrastructure up to speed and leverage the country’s workforce. Hence, aiming to revolutionize the Indian agriculture and achieve the government’s target to double the agricultural income by 2022. While we have already witnessed two revolutions, first being Mechanization of Agriculture, second green revolution, we are now heading towards the third revolution that will be Digital revolution to transform the rural sector of our country.

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- » <https://www.bgr.in> > News

Information Explosion An Asset for Computer Assisted English Language Learning (Caell)

Shweta Singh

ABSTRACT

The term 'Information Explosion' is bombastic in itself. It literally refers to the excessive data flow through internet or other social media tools. Creative contributions are born when a man or woman comes in contact with the light of education. Increased literacy is a prime factor for information explosion because individuals produce new information as he becomes more and more acquainted with knowledge. The increase in research activities is also one of the factors of the exponential growth of 'information explosion'. Now a days the scale and level of research funding have changed significantly as the research has become mission-oriented, multi disciplinary and assumed a matrix managed character. Earlier information sources were only published media and hand written manuscripts but today the sources of information are diversified from databases, microforms, online journals, CD-ROM, DVD, optical disk to hypermedia and hypertext. Advancement in the field of communication and technology network has brought down the distances between the person, states, countries and continents throughout the world. Computer and telecommunication are converging very rapidly and its highest impact is felt in the information sector. English is one of the most important languages which have played role in the process of globalization and knowledge explosion. Even though the English language has found its way into the curricula of millions of schools around the world, another powerful force is driving the increase in the number of English language speakers. It's the Internet, the place where video clips of kittens and puppies coexist with a number of tools that enable everyone to learn what is arguably the most important language of today. In this way, information explosion can be defined as an asset for english language learners. The present paper analyses various techniques and tools to manifest the edge of information explosion for linguistics.

INTRODUCTION

The modern age is termed as the era of knowledge explosion. The use of science and technology in the field of communication has revolutionized the whole world. Use of modern technological tools has led to the rise of ICT (Information and Communication technology.) Now ICT is being used in a number of fields like, health, entertainment, games and sports, transportation, education, industries, fashion designing, textiles, agriculture etc. With a single click, we can exchange a lot of information of the world with the help of ICT. The field of education, too, is not left untouched by ICT. Now we cannot imagine education without the use of Information and communication Technology. It has made exchange of thoughts, ideas, experiences and feelings easier. Use of computers, Internet, television, radio, projectors and mobile phones, e-mail facility, online audio and video conferencing as well as new applications has made the Teaching-Learning Process and Training attractive and convenient. It is also beneficial in saving time, energy and money. It has proved its stupendous role in language learning, especially English Language Learning. ICT has a lot of things to offer to both teachers and students for the enhancement of their vocabulary and improvement of English language skills. Some of these tools are CAL (Computer Assisted Learning), CALA (Computer Assisted Language Assessment), CALI (Computer Assisted Language Instruction), CALL (Computer Assisted Language Learning), MALL (Mobile Assisted Language Learning), TELL (Technology Enhanced Language Learning), Blogs, Wiki, e-mail facility, Digital libraries, multimedia, mobile learning, free and open source software and

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social media, MOOC, Virtual classrooms, documentaries, Digital storytelling, Mobile Applications, iPads, Digital Notebooks, Tablets, Smart Phones, Recorded audio- video materials, Online spoken tutorials, Digital pronunciation dictionaries etc. These facilities have paved the way of individualized learning and provided freedom of learning anytime, anywhere according to needs and convenience of the learners.

It's no secret that technology has become more central in our everyday lives than ever before. It helps us in every aspect of our lives, from health and fitness to creativity and social communication. An estimated 22 million students are benefiting from the online distance learning industry, which is worth around \$70 billion. Individuals can benefit from today's technological advancements in the four skill areas to make their English language learning as well rounded as possible.

READING

With the rise of iPads, tablets and e-readers like the Kindle, we've come accustomed to a more interactive reading experience, which is a wonderful feature for English learners. Functions like click-to-define, vocabulary builders, and downloading whole texts at the touch of a button are all beneficial to a learner looking for a fun and effective way to improve their reading and writing in particular. It can help to expand vocabulary and expose one to different sentence structures.

WRITING

One of the most well-known technological advancements for writing is the unassuming word processor. Simple tools such as a dictionary and a thesaurus help writers expand their vocabulary, while spelling- and grammar-checkers are helpful to find and correct errors. Moving forward to the internet age and online forums are a widely used channel for learners to communicate and learn from one another using the written word. This is also a great alternative for those who don't have the opportunity to converse with a native speaker face to face.

LISTENING

It began as simple audio on a cassette tape and today's audiobooks have taken over the literary world. According to a global survey of 6000 English language learners, 44% of respondents said speaking was the most difficult aspect of learning English. When it comes to improving both comprehension and speaking skills, extensive listening is highly recommended. Listening to and reading text at the same time is a great way to start and Kindle's Whispersync for Voice technology is designed for just this purpose. It includes audio with selected books, so one can listen and follow the text as one reads.

Podcasts are also becoming more popular with English learners, with the ability to listen anytime, anywhere, and English language podcasts are a great way to improve your listening skills. Here are some popular podcasts to try: Listen to English by Peter Carter, Elementary Podcasts by the British Council and Luke's English Podcast.

SPEAKING

Giving learners the advantage of communicating in real-time conversations with English speakers, probably the most exciting (and futuristic) technological advancement has come in the form of Skype and FaceTime. Tools such as video-conferencing also offer teachers the opportunity to link to other classes around the world, and in this way, gaining support from other teachers and students.

There are many new apps on the market for speaking with other learners, such as CoffeeStrap and Hello Talk where you can converse with native speakers right from your phone. No webcam is required anymore. These technological advancements can help you advance in your English learning; you just need to take advantage of them and they're right at your fingertips.

Some of the latest ICT tools and applications used in the field of English Language Teaching are following -

FLUENT U

It is an innovative language learning tool that uses transcription of videos to help you learn a language in the most entertaining, diverse and engaging ways. FluentU is currently offered to those learning French, Spanish, German, Italian, English, Chinese, and Japanese.

LINGUA PHONE

This tool is very important in language training of the students. A number of students can

practice speaking and hearing drills with the help of lingua phone. It is especially useful in the training of English language listening and speaking skills.

LESSONS AND PODCASTS

You can go to YouTube, search for the term “learn English,” and find plenty of videos that might be useful to you. However, you should also be aware that there are established institutions that offer English language lessons and podcasts on their websites. For example, there’s the British Broadcasting Corporation—the BBC, or the Beeb as it’s sometimes called in the UK. BBC’s Learning English web page offers a wealth of content every English language learner should check out, from English lessons and short dramas to the news and pronunciation tips. The British Council has more than fifty podcasts that aim to teach everyday English. Their website also hosts plenty of “how to” videos that deal with the English language.

GRAMMAR RESOURCES

While podcasts and lessons are great, especially when they are followed by a grammar and vocabulary review, English language learners can benefit from a more focused study of grammar. In fact, a lot of native speakers could benefit from a grammar refresher from time to time. Even people who write in English for a living need to look up grammar issues occasionally. Again, the British Council website is one of the best places to start. From lessons to quick tips, it contains most of the things an English language learner will need to learn proper grammar. This website, the one you’re currently on, is named Grammarly.com for a good reason. Yes, it does help writers proofread their work and enhance their style, but it also has the Grammarly Handbook, a great tool that can help English language learners understand grammar rules and learn how to implement them in writing.

VOCABULARY AND TRANSLATION

It would be hard to write about English translation without mentioning Google Translate. As an English language learner, you might not need the translate feature of Google Chrome to translate whole web pages from English into your own language. But for the words you know nothing about, Google Translate is one of the best tools on the web. Project Gutenberg offers over 50,000 free books, many of which are in English. There’s no better way of expanding your vocabulary than reading a lot, and on this website you can find English literary classics. Words by Grammarly is an online dictionary-thesaurus hybrid, which offers definitions of words as well as synonym suggestions.

TESTS AND QUIZZES

You’ll need a way to test your progress, and more importantly, you’ll also need a way to learn and play at the same time. Activities for ESL students is a website for grammar and vocabulary quizzes, bilingual quizzes, and crossword puzzles. British Council, again, has a number of English-language games on their website, as well as IELTS practices. The Cambridge English website has both tests and games that will help you measure your advancement and have some fun.

Social media has become an important tool of communication. It provides a platform for sharing thoughts and ideas. You can create your blogs and share your views with others and get comments, too. Students can add themselves with the English language learning groups and take advantage of sharing information. A number of social sites like, Facebook, Twitter, Instagram etc are very helpful in learning situational language. Online language related courses are available on internet. Some of them offer free registration. Students can enroll themselves in these courses and get education and training while sitting in every nook and corner of the world. Some agencies which providing online courses, are MOOC, Future Learn, NPTEL, and Concordia University etc. Students can watch online and offline videos of language learning for the enhancement of their language skills.

We cannot think of better educational environment without a better teacher. Earlier, the teacher was the focal point of education, but now the role of teachers has changed a lot. To teach better a teacher need to be updated with the changes. For this ICT helps a lot. It is helpful in the professional development of the teachers. A teacher can learn various language skills with the help of information and communication technologies. He can do various certification programmes in English language

teaching. A teacher can increase his domain of knowledge of English language with the help of e-journals, e-magazines and e-library. He can also participate in discussions and conferences with the experts of English language to improve his knowledge and skills through audio and video conferencing. ICT also helps him framing curriculum of English language learning.

CONCLUSION

Language education is an area where open-access resources, online courses, virtual classrooms and social networks based on information and communication technology (ICT) are being increasingly used to give learners access to information, promote interaction and communication, and enhance digital literacy skills. However, the rapid development of tools and resources presents both opportunities and challenges. In order to maximize the potential of ICT in language teaching, it is crucial that it is used in a pedagogically sound way that corresponds to the individual needs of the learners. It is also important that the use of ICT is introduced and supported in a sustainable way and in a range of pedagogical approaches that promote lifelong learning. According to Pete Sharma and Barney Barret (2007), there are several reasons for using technology in language teaching. In addition to the fact that technology can be motivating, it offers the possibility to work autonomously or interact and collaborate with others. Technology also provides instant feedback on language performance in various tasks and exercises. Technology can also be an extension of the classroom and can be time saving. Finally, technology can promote language learning with fresh authentic and motivating materials directly usable from the Internet.

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Impact of Globalization and Information Explosion on Eatingout Practices of Young Adults

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ABSTRACT

According to Food Safety and Standards authority of India (FSSAI), the food consumption habits of Indian population are changing constantly. Globalization and information explosion has affected not just the youth, but entire society at large. It has transformed our culture, heritage, technology as well as demography. Information technology is entering our lives at a very early age and is making our nation a strong evolving economy. It is establishing integration between countries and people from all over the world. Today, people can switch ideas, build financial and commercial transactions and can also spread cultural aspects through the entire planet by mere click of a button of hi-tech gadgets; and cuisines like Italian, Mexican, Chinese etc. are available round the clock. Youth now works 24/7 and food also is available the entire day. With the advancement of Information technology one just needs to download the app, place an order, pay the bill online and food is delivered at the doorstep. Establishments like these have a youth positive impact, if the upcoming job opportunities are to be considered but also seem to be negative if the long term eating behavioural impact of the youth is noted because of the spreading mass consumerism habits. Hence, an overview of the factors affecting the changing eating behaviour of youth and their implications is the need of hour and must be answered.

INTRODUCTION

According to Food Safety and Standards Authority of India (FSSAI), the food consumption habits of Indian population are changing constantly. This revolution started in nineties when McDonalds, Pizza Hut, Domino's Pizza, Subway and YO! China entered the country and since then there has been no looking back. Variety of foods are available in market; Italian to Mexican, Japanese to Chinese, Thai to American fast foods, name any food and one will get it from market.

Now-a-days Indians are eating out more often or they are ordering the take away food. Major visible reasons are that their disposable incomes have gone up and thus the change in their lifestyle. Globalization, an increase in the percentage of nation's working population, urbanization, and consumerism are other pertinent factors responsible for growth in the food service industry.

Another noticeable trend today is that consumers have begun to use technology in a big way to research restaurants online before making a decision about where they would like to eat. Zomato, Trip advisor, Just dial, Food panda etc. are the sites which inform consumers about the location, menu, price, offers and many more things about the restaurants in just one click.

OBJECTIVE

To study the factors impacting the changing trends in eating out practices among young adults

REVIEW OF LITERATURE

Study by Harish et al (2013) provides converging evidence of a direct casual link between food advertising. This study also reveals that there is high intake of fast food among hostlers.

According to **Sethi and Malhan (1989)**, the increased purchasing power of people has raised the standard of living, and in addition to it, the sizes of houses have become smaller, so a lot more money than before is spent on entertaining, celebrating and socializing outside the home. Travelling long distances by road, rail and air has become very common for the reasons varying from national and international trade, pleasure, education, pilgrimages, shopping and business etc. This has led to the

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need for the provision of meals / snacks on trains, at bus stations, airports and in flights; enroute work or places of pilgrimage and so on.

People's taste and eating habits are also changing through gradual exposure to foods of varied countries. The popularity of specialty restaurants providing Chinese, Continental, Italian and South Indian or Fully Vegetarian food are evidence of this influence.

Nursa reported about a survey carried out by **Franchise India (2013)** regarding frequency of eating out among young adults. It stated that 12% loved to eat daily at restaurants, 11% ate three or more times a week, 34% of people eat out two to three times a week, while 27% eat once a week, 12% eat once a month while 3% ate on special occasions only. Home delivery and take-away are also recent modes of consuming outside meals. There is a steep increase in ordering food online as well using different food apps.

The market research store "**Research and Market**"(2015) in its report stated that Indian fast food market is expected to grow at a CAGR of 18% by 2020 due to changing consumer behavior and demographics. Fast food market in India is expecting to be worth US\$ 27.57 billion by 2020.

Sinha (2012) reported that youngsters spend approximately 30% of their pocket money on food. **Bhambri (2011)** in her article "The Indian youth and the love for junk" stated that now-a-days students have stopped carrying tiffin boxes to their schools / colleges and they thrive on the junk provided in the canteen which varies from fat laden samosas and bread pakoras to aerated drinks which have formidable power to negatively affect the lungs. **Padhye (2017)** concluded that youngsters skip breakfast, drink less water, eats lot of junk, love eating spicy dishes and lots of potatoes. They do not like eating fruits but prefer aerated soft drinks with artificial flavors and sweeteners instead of natural drinks like fruit juices, coconut water etc. Youngsters have a strong disliking for milk as well.

GLOBAL SENARIO

According to Picincu (2018), globalization has changed the world economy by opening up new opportunities for countries worldwide. It act as a driving force for economic development and also responsible for environ-mental damages. It serves as a platform to built business relationship between the countries. Now a day, one country is able to sell its products in another country. Companies are now able to operate across borders and reach more customers, which leads to higher profits and ultimately, economic growth It allows people to relocate to wealthier countries and start their own business or find occupation. Developed countries all around the world outsource their work to developing countries, ultimately promoting economic growth of the latter. In his article, Bhasin (2017) stated that competition in market, culture sharing, improved legal effects, stability in security are the positives of globalization and environmental damages, fluctuation in prices, job insecurity are the negatives of globalization.

INDIAN SENARIO

Due to globalization, women have now a relatively better environ-ment to live. The positive impact of globalization is that women have more jobs, have become more active in avenues generally reserved for men and are playing a more prominent role in society and not just restricted to home. As women take up jobs and achieve social mobility, they have also begun to stand up for their rights. Prospects of higher and quality education have become feasible for women. There is decrease in gender inequality in society. The negative impact of this aspect has come forward in the form of unhealthy eating practices owing to lack of time available with women in the house-holds, consumption of processed food has increased in families, thereby leading to an increase in eating out practices.

With the gradual growth of the economy and increased job opportunities, surplus population has shifted from rural to urban areas. Newly established industries and ancillary activities continuously offer job opportu-nities to the people migrating to cities. The healthy aspects of urbanization and industrialization are that it is assisting in setting up of many industrial cities, expansion of manufacturing and service sector units. Increase in the rate of economic development raises the level of per capita income and standard of living of the people which in turn escalates the demand for various goods and services. The unhealthy aspects are high density of population, inadequate infrastructure, and lack of affordable housing, pollution, slum creation, crime congestion and poverty. According to Vanson et al

(2006), the link between several mental disorders and urbanization is well established. This study revealed that the incidence of bulimia nervosa showed relation with the degree of urbanization and also it was five times higher in cities than in rural areas.

Urbanization encourages the formation of nuclear family set up. In pre industrial era joint family system was common but now modernization of family lacks in kinship. Development of personality, better condition of women, lesser number of children, harmony and peace, individual responsibilities etc. are positive implications whereas insecurity of children, agency to develop bad qualities of inmates, insecure for old and loneliness are negative aspects. This modernization of families has changed the meaning of friendship, care and relationship, and so has the taste of food changed. Now the fast food is more prevalent in families. People socialize more frequently to combat the loneliness over dinner or partying on different occasions. This approach increases the incidence of eating out junk food and increase in the consumption of alcohol.

According to Mirza (2016), globalization has both positive and negative effects on culture, society or economy of our country too. Opening of new markets for Indian goods, investment of foreign companies in India, raised standards of living of people in India, production and quality improvement of Indian goods, modernization and industrialization, Rapid improvement in infrastructure etc. are the positive effects while pollution, recession, exploitation of human resource, damage to local firms due to invasion of foreign one etc. are again the negative impact of globalization. Globalization has brought about fluctuation in prices. Food choices are highly sensitive to price increases. To combat these high priced foods, fruits and high quality proteins have dropped out from the diets. Processed foods, fats and sugar laden products and low in essential nutrients on the other side have become the first choice to fill the hungry stomach.

Restaurant industry has evolved drastically after the boom in Information Technology. Now, it is not required to go out to the restaurant to have food, but it is just a game of one tap on phone. If any information is needed about any food outlet, with the help of Google one can easily find out the location, cuisines available, menu card, discount and offers going on there. More importantly, billing can also be done online and in most of the outlets cash on delivery services are also available. Information explosion give no reason to think twice before placing an order because of the convenience factor. There is absolutely no need to go out, wait for the turn, manage money but consumer is doing this comfortably through his gadget from his home in few seconds, which motivating him to eat; further giving the hospitality industry a hike.

SCOPE OF THE STUDY

Until few years, it was observed that people used to eat out only on major occasions such as birthdays, anniversaries etc. Recent studies indicate that the eating habits of an average Indian, especially the young adults have undergone many changes and they don't really need any particular reason to eat out now. This ongoing study will give an overview about these changing trends of food service industry. Global markets have increased the plethora of options available to Indian consumers residing in Metropolitan cities. Delhi being a metro city, is round the clock on its toes, a city which never sleeps and so its residents especially youngsters, de-stress themselves by eating out. Plenty of disposable income to splurge, availability of food at any hour of day, mouth watering offers are some factors which have visibly impacted the eating out pattern among youth. This study may uncover more such reasons that are leading to change in the eating out pattern. It will also bring forth the implication of this changing trend; positive and negative, both. The information explosion and a convenience access to it has undoubtedly generated various ancillary industries like Swiggy; Zomato etc have set in, which are helping consumers to have food delivered at any time of the day and giving them live feedback too on quality of food served at various places. There may be yet other implications which could possibly impact the public health aspects. Thus, the study on the changing trends comes with a purpose to assist the consumers in becoming aware of the plausible effects and get educated towards making informed healthy food choices while eating out.

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Role of ICT in The Development of Indian Classical Music

Bhagat Singh

ABSTRACT

The concept of music education is to raise the interest of students towards Indian music. ICT tools will support these students to pronounce their musical and intellectual talent and to develop musical skills. The term 'Information and Communication Technologies' refers not only to computers and software; it also includes the Internet and digital instruments. In traditional teaching of music manual Tanpura/ tabla were used. In modern time digital tanpura and Tabla are available. Electronic musical instruments are very convenient and cheaper. ICT contributes positively to music education in several areas. This paper focuses on the factors where ICT affects the lesson or the educational process positively. ICT can in any case be positively influential. The focus is on the role and the nature of the ICT-tools; the implementation of these tools in the music lessons in public education. Three main issues in music education through ICT tools are -

- » *how the use of ICT can contribute to music education in college /schools*
 - » *the special role of composition in the education*
 - » *the role of the teacher in the successful implementation of ICT.*
-

Introduction

The use of information and communication technologies (ICT) in music education is now the demand of the hour. Music has been a part of education since Vedic period. Music has been a medium of self expression and enjoyment. Other fine arts as drawing, sculpture are interdisciplinary and the main objective of arts in our country has been the attainment inner peace or meditation. The musical sound attracts everyone so folks songs and other songs are liked by the people and music continuous over generation. The science and technology has much developed. Information and communication technology has much affected music field. Before 20 years back music learning was very costly. Now it has become easy for everyone. This study has been carried out in order to evaluate the music perception and creativity of society by using different means of ICTs. In music education field students are tested on computer based music activities with a most efficient method for a common educational goal. In ancient period it was a traditional system for learning the music besides this there was no option for music students. In modern times the ICT tools has a great role in the development of music.

Aim of Music Education

Music is a great heritage of India. It involves many arts in it. In modern times when a student is getting many informations from technology for his livelihood he is going far from human values. Music education is a good medium for awakening human values among youths through great composition by great poets. Folklore and regional songs are immortal in the world through music. Rhythm and tone keep us in a movement of joy. Students learn through joy while listening music. The aim of music is to Promote the highest levels of human aspiration and artistic integrity through the composition, documentation, and performance of music. Students who have early musical training will develop the areas of the brain related to language and reasoning. The left side of the brain is better developed with music, and songs can help imprint information on young minds. An enjoyable subject like music can keep students

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interested and engaged in college/school. Student musicians are likely to stay in college to achieve in other subjects. Classical music represents our Indian heritage and culture. It is a great medium to understand our literature. Music is a sound and it is a medium of expression of thoughts. Ict tools are becoming boon for development of Indian classical music.

Overview of Literature

This problem of music education has been studied for many years. In India it has been taught in gurukul system. In the middle period it was taught in gharana system. In modern days it has been made popular for all citizens through internet. In present century Psychologists have studies done around the world to see what the effects of having knowledge in the subject of music are. There are so many results gathered and interpreted to show that music is a key factor in learning. The origin, concepts and musical principles are narrated in many sanskrit granthas.

How ICT Tools effect Music Education

To learn about a musical style from prepared exemplars. Pupils can listen every type of Indian music at a place. They can also copy the original, add new parts within the style, develop their own ideas based on listened thing. They can listen effectively at their own pace, and the ability to create different starting points and tasks from the same basic materials. The working environment becomes far easier when everyone is on the same equipment, and using headphones they can learn different styles of music in same time. It is time saving and easily accessible to ancient styles of singing. Information and communication technology has changed the way of education. We live in an the era of information and technologic society. The new era requires innovations in teaching and learning. Some people in society think that how ICT is useful in music learning. Of all the disciplines of education, music is much affected in positive way by use of new technologies. It is urgent need of hour to make music educators to aware use of ICT. Researches on use of ICT for teaching-learning is continuous. It is need of time to aware students and teachers about use of ICT tools to helpful in learning music. Indian Universities also should pay attention behind in this research and develop-ment. Traditional teaching method is also beneficial but the new technology make it easy and joyful. It is the need of time to find out better ways to use ICT and make teaching-learning effective. Many students run away from music for the musical instruments are so costly that they cannot afford the price. In this situation ICT tools are very useful for them.

Interdisciplinary relevance:

- » This study can be useful for all the disciplines of music.
- » It is in fact convergence of technology and education.
- » It deals with technology of computer and smartphones.
- » It deals with literature and traditional folks.
- » students are intrinsically motivated to learn more about the discipline.

Importance of ICT tools in Music Education

famous universities and educationists are engaged in research and development in how to make learning and teaching may be effective. Use of ICT tools make teaching and learning improving & empowering education system. This research also aims at such a idealistic idea. In western countries use of ICT is going on for many years. Because Indian music tradition is based on ragas. Indian music is very specific because it is much melodious. Western music is based on harmony and it is very suitable for group singing. In modern time ICT tools are very helpful for ragas knowledge and for riyaz. Indian music is a heritage from vedic period. Music has many elements of culture and literature. A society cannot live without music. In present days by the efforts of some educationists music is taught in schools and colleges. There is a problem in music education of teaching methodology. However many things are changed with time but still we use less ICT in music field. We can do better if we take help of ICT. IT technicians and software engineers deserve for thanks and gratitude. They have given a big platform for music education and industry. Foreign people are attracting towards Indian music

due to ragas healing power. They also experiment in our music with their IT facilities to do learning easy.

Significance of the study of Music

- » Music education will have tremendous significance on education, in general and music specially.
- » Music learning is not as other subjects are taught. Teaching of music is orally training. It requires musical instruments and lab facility.
- » Use of ICT tools in music education will be helpful for teachers and students. For example music learning requires correct pitch knowledge, ear training of student, sense of tempo, knowledge of language and tools are helpful for providing all musical terms. An electronic tabla and tanpura is fixed with tempo or drone. Most of Indian teachers has no awareness such tools. The use of virtual labs, music theory database and availability of e-musical instruments, musical videos etc can help solve the problem. Music is inter-connected with literature. India is prosperous in many languages. Different styles of singing are popular in India. Music is also a source of training of regional languages joyfully. Many tools and clouds help for language learning. The required data of raga and lyrics are available easily. No need of carrying a big size tanpura for performance. IT has given us a small E-tanpura with fix and tuned sound. Like this percussion instruments as e-tabla, surmandal and harmonium also are available easily in open source. Use of ICT in form of internet resources, graphical presentations, audio, movie clips, apps, softwares and video of renowned Ustads can be more help.

Objectives -

- » To fulfill research area on more access, ICT integration, quality and excellence in higher education
- » To make maximum use of ICT to develop proficiency of teachers and students community.
- » To maximize use of computers, tablets, smartphones, internet & multimedia resources in.
- » Teacher should be in the role of instructor. Traditional methods and modern technique should be imbibed to give better options in music education.
- » To encourage teacher and students to e-libraries, e-resources and e-information.
- » To guide and spark student for discipline and be study attentively.
- » To attract teacher and students for using internet in positive and will be benefited with ICT tools.
- » to develop e-resources which can be used by teachers and students. It will be freely accessible by one and all. So we also take a step in the direction of copyright to free access realm, which is of great importance to third world country.

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Information Overload : Challenges and Management

Mani Arora

ABSTRACT

Information Explosion is the availability of abundance of data which may lead to create the overloading of information. Management simply doesn't means managing people but it also means providing right guidance and accurate decision to them. Excess of anything is bad and when it comes to information it may help or can create confusion as well. This paper explains how adversely the availability of information has affected the long range thinking and analysis powers of human minds. This paper will examine to what extent information availability is helpful in taking management decisions.

Introduction

Data and Information are two interrelated terms which are required in taking any kind of decision. Raw facts and figures are called data whereas when raw facts are processed and given a particular direction is termed as information. Data has already been identified as new class of asset like gold or currency. It is not just that there are more streams of data, but entirely new ones. For e.g. there are more countless digital sensors world wide in industrial equipment, cars, electrical meters and shipping crates. They can measures and communicate location, movement, vibration, temperature, humidity and even chemical changes in the air. Techniques together knowledge from an overabundance of electronic information have existed since 1970's since then there are two terms came into existence Data fusion which turned into Data Mining. Data Fusion is the process of integrating multiple data sources to produce more consistent, accurate and useful information than that provided by any individual data source.

Data Fusion is more informative and synthetic than the original inputs. Humans are a prime example of data fusion, a combination of all our senses combine on a daily basis to help us in performing most of tasks in our daily life. It ensures whether a food is edible or not, helps body to walk and drive. In all the cases brain performs the processing and controls what we need to do the next. Improved access to information is also fuelling to the Big Data Trend. All kinds of Government information is now available to public.

The first study to quantify the volume information in circulation at any given time conducted by Japan's Ministry of Posts and Telecommunication in 1975, found that information supply was increasing much faster than information consumption. It has created Information Avalanche.

1750	-	1900	150	Years to Double
1900	-	1950	50	Years to Double
1950	-	1960	10	Years to Double
1960	-	1992	5	Years to Double
1992	-	2002	Every Year	to Double
2002	-	2012	Six	Months to Double

By 2020 information will be doubled every 73 Days.

In a 60 seconds period of time 3.3 Million face book posts are made, 500 Hrs YouTube videos are uploaded and 1,50,000 Emails are sent.

By 2020 information will be double.

Source: <http://thefutureofpublishing.com/new/wp-content/uploads/>

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General Causes

The general causes of information overload include.

1. A rapid increase in production rate of new information. As the chart shows that rate of duplication of information is going shorter by shorter every now and then.
2. Ease of duplication and transmission of data across the internet. WWW is the thing which is known even by the young mind as old as only 5-6 years.
3. Increase in available channels of incoming information. Every website, youtube search engines are easiest mode of searching and finding the new information.
4. Contradictions and in accuracies in available information. When a person start searching and finds contradictions he goes in depth and derth to find what is right and what is wrong.
5. A lack of a method for comparing and processing different kind of information. Data is available and in such a bulk quantity that without comparison no one identifies the best one. If one has to purchase any product lots of sites are available for selling it but for the best deal comparison of all the features price model etc is must.

Information Explosion and Management

Management is truly a decision making process whether to set a goal, make a sale, purchase raw material, advertise in social media, get connected with the people or related to our own personal life. We usually make 200 more decisions than we are consciously aware of every day. While we'd like to think our decisions are rational fact many are driven by gut feeling and intuition. The ability to reach a decision based on what we know and what we expect is an inherently human characteristic.

In business, economics and management decisions will increasingly be based on data and analysis rather than on experience and intuition. The problem is that making our own decision is an exhausting process and all thanks to the information era which compels to tell us "what to do". The ability to visualize data has accelerated the move of knowledge from our minds onto the screen. This tied with our "fear of being wrong" presents new opportunities for business. There are many companies that have tapped into our need for quantification and visualization. In recent years Oracle, IBM, Microsoft and SAP between the have spent more than \$15 billion on buying software options firms specializing data management and analytics. This industry is estimated to be worth more than \$100 billion and growing at almost 10 percent, a year, roughly twice as fast as the software business as a whole.

Online matrimonial sites, all astrological sites, online dating sites, online shopping, try and return option, Facebook twitter WhatsApp all are connecting the deep lonely persons to a different world. These all are the examples of visualizing what we need and what we feel. Data driven decision making is becoming the dominant logic, in our private lives and at work as well. A global study from PwC found executives are comfortable making decisions based on their gut instinct. However, majority expect the use of data to affect how the company make decisions in the future. Many companies such as Amazon, Netflix, Reify, iTunes and Tesco use data on web-sites to make recommendations and there starts the loop of information explosion, where one click moves the people to connect the world where lots of information is available which seems to very helpful in decision making but actually affects adversely on human capacity to rely what they know and what actually may be right. These are the small acts where system decisions narrow the opportunities we have natural, organic exploration.

Too much information slower down the process of thinking and gives everything available an ample way without even realizing and discriminating whether that will be helpful in decision making or not and leads to make the process and ultimately making it a decision fatigue

The Amount of data that businesses creates and consumes is also exploding. According to IDC's 2017 Digital universal forecast by 2020, Businesses will need to deal with 50 times the amount of information they deal with today with 1.5 Times of the number of IT Staff to handle it. Because whole shopping process is handled via electronic Commerce system. As more and more people shop online, more web pages are visiting, more clicks are tracked, more electronic orders are placed,

more shipments are made, and more returns are handled. Supplier management, inventory management, customer service, warehousing. Every process generates accurate and genuinely useful data that need to be stored and already drowning in information.

To the positive aspects, Information Technology is at best and essential but rather complex tool for improving the efficiency of business operations. At worst, it is a source of problems, failed expectations and confusing jargon.

Fallouts of Information Overload - Researches have shown and identified a number of fallouts of information overload some of them are -

1. Despite a lot of information, one seems to be knowing less because what is known is insignificant to available information. More people know they find lack because ratio of availability of information towards knowledge is much higher.
2. Too much information leads to brain freeze or fatigue. Everyone is available to give you something or the other but the capacity of mind is limited and when brain is unable to take anymore information it leads to the brain freeze.
3. Shorter attention span because one cannot concentrate. Researches have shown that human mind can concentrate continuously only for 45 minutes after that it needs some time for regaining. But all these information interruptions have shorter this concentration time because it takes more to come back to the original point even after a small interruption.
4. Long range thinking stops because virtually all information needed is available in large quantity. When everything is available already cooked no one wants to any kind of preparations. That all applies to everything because everyone is use to availability rather than emphasising on brain.
5. Excess of information could contaminate which could lead to wrong decision making serious mistakes. When information is overloaded even the wrong information can be taken as right which seriously affects the decision making process of what is right and what is wrong.

Suggestions for coping with Information overload

1. Limit your option to find new information everytime. No need to follow 10 different stations. Only two experts are enough on which you can rely.
2. Use an organization system: System declutters all the stuff which is not required and gives a clear direction thereby removing overloading fatigue.
3. Charging Nominal amount on every intake of information so that sender can consider the necessity of interruption
4. Evaluate information and its sources critically so that information retrieving will be accurate.
5. Incorporate selected information into one's knowledge base so that every time there is no need for data mining.

Therefore, is a person can acquire at least a moderate level of information literacy, he /she will be able to find the relevant information from various sources and judiciously use the information for problem solving. Admittedly, this is not an easy task and even the most expert information seekers could be overwhelmed by the huge quantity of information from which he has to find his required information.

Conclusion

Information published online may not always be reliable due to lack of authority approval or a review process before publication. This results in people having to cross check what they read before using it for decision making, which takes us more time, many research suggests that an "Attention Economy" of sorts will naturally emerge from information overload, allowing user control over their online experience with particular regard to communication medium such as email and instant messaging. This could involve same sort of cost being attached to email Messages. Despite the strong information base and knowledge base, many events taking place in the world lead to overcome determined ignorance and pre convinced prejudices and the volume of prejudices remains indiscriminated. The role of rumors

in spreading misinformation and distrust among communities gets multiplied manifold and in milliseconds because of the strengthened by the power of ignorance that is determined motto know better. For greater good and largely for the reasons of perceptual difference among the individuals and the society information sometimes need to be checked because not all truth sets us free and not all information can carry air of presumptive righteousness.

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Analytical Review on Information Spread to Protect Environment through Automatic Segro- Degrader

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Nidhi Chaudhary (2)

ABSTRACT

*A rapid increase in volume and types of solid and hazardous waste as a result of continued economic growth, urbanization and industrialization, is becoming a growing problem for national and local governments to ensure effective and sustainable management of waste. The municipal corporation of Jammu (JMC), J&K, currently only collects less than half of the solid waste produced in the municipality, an area of 222,236 km² with a population of 12,541,302. **In the absence of information regarding utilization of dry waste, people is dumping uncollected waste [1] haphazardly into water bodies or floodplains or else burnt, thus infect water, land and air of the city area and beyond. Rather than searching for solutions to improve collection and disposal service, this paper presents research which focuses on how to spread the information for utilization of dry and wet waste. The practicality of segregation at the household level, as well as regularity of collection or purchase of recyclables, needs to be addressed as the priority.***

*The segregation, handling, transport and disposal of waste are to be properly managed so as to minimize the risks to the health and safety of patients, the public, and the environment. The economic value of waste is best realized when it is segregated. Currently, there is no such system of segregation of dry and wet wastes at a household level. This paper proposes an Automatic Segro-Degrader (ASD) which is a cheap, easy to use solution for a segregation system at households so that it can be sent directly for processing. It is designed to segregate wet waste and dry waste. In addition, the model is also designed to degrade plastic waste for environmental safety. The ASD employs a sensing mechanism to identify infrared and wet sensors to distinguish between wet and dry waste. The results show that the segregation of waste into wet and dry has been successfully implemented using the ASD. **In addition, the research shows some insights that how people can earn with dry waste with little information, which is available on social, and internet media.***

Introduction

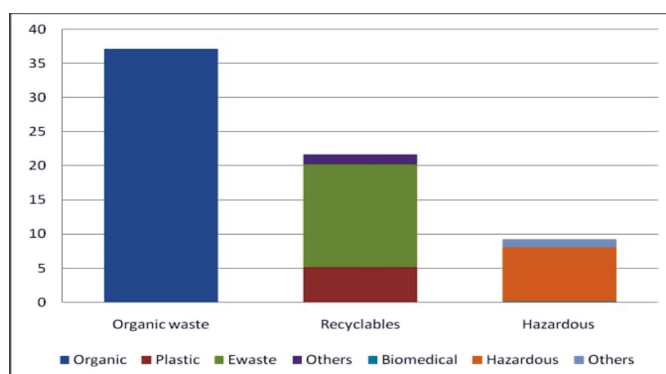
In India, about 60 million tonnes of waste [2] is being generated every year. Ten million tonnes of garbage is generated in metropolitan cities. The landfills of most of these cities are overflowing with no space for fresh garbage waste. The philosophy of “waste management hierarchy” [8] has been adopted by most nations as the step for developing municipal solid waste (MSW) management strategies. According to a sanitation survey called “Swachh Survekshan-2016” conducted by the ministry of urban development under the swachh Bharat mission, it was found that about 50% people in India face the problem of improper waste collection and management. According to the centre of science and environment, innovative disposal and recycling methods must be introduced instead of landfill sites. **In the absence of information on how to degrade the wet waste, people are just throwing it in to the dustbin. However, with this wet waste people can earn or utilize for their gardening with little information on how to make compost.** Thus, we have proposed a cost-effective “Automatic waste segregator and degradation system” for proper management of waste. Automatic waste segregator [7] categorizes the waste as wet or dry. The degradation system helps to degrade the plastic waste. The

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common method of waste disposal is by unplanned and uncontrolled dumping at landfill areas. This method is hazardous to human health, plant and animal life. When the waste is segregated into basic streams such as plastic, metallic and organic, the waste has a higher potential of recovery, and then, recycled and reused. The organic waste is converted either into compost or methane-gas or both. Compost can replace demand for chemical fertilizers, and biogas can be used as a source of energy. The benefit of doing so is that hazard for waste workers are reduced. Also, the separated waste could be directly sent to the recycling and processing plant instead of sending it to the segregation plant.

Fig - 1 Waste Percentage



As shown in fig 1, out of the total waste of more than 35% of waste is an organic waste. In addition, 5% of waste is plastic, 15% E-waste, 2% another waste is available for recycling. Further, more than 8% waste is hazardous.

Fig - 2 World Worst Electronic Waste



Fig - 2 describes that Norway is the world's worst electronic waste offenders and Austria is the least offender in the world.

Fig - 3 % Garbage State Wise in India

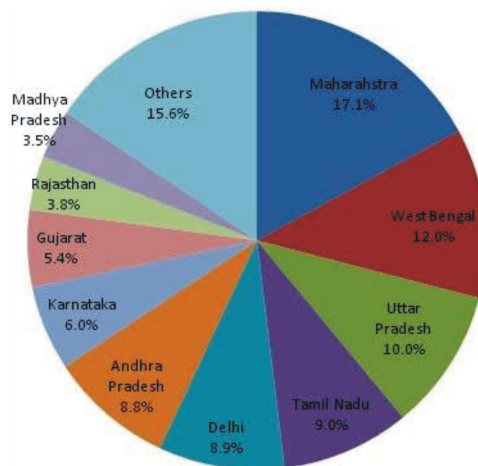


Fig - 3 explains that Maharashtra has 17.1 % (maximum in India) garbage and Madhya Pradesh has 3.5% garbage in India.

Fig - 4 Top Five Cities in India which Generate the Highest Municipal Waste

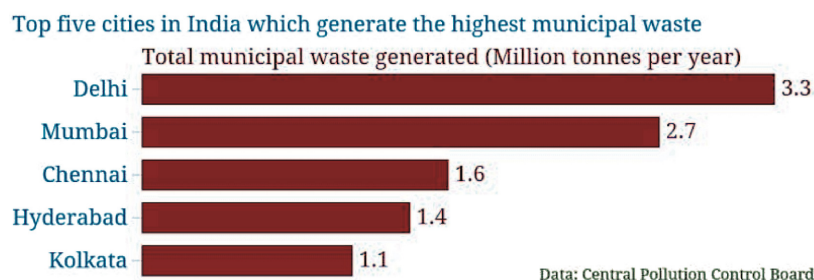


Fig - 4 shows that Delhi generates 3.3 million tones garbage per year and on the other hand Kolkata generates 1.1 million tonnes per year.

Aim & Objective

Our aim is just to remove the plastic from this beautiful planet, that has made it polluted and dirty. Many diseases have aroused due to this pollution. This is a small project but it has a great effect. The reason for these diseases (plastic) will be removed. We will get rid of this harmful waste and will live in a clean and green planet.

Hypothesis

The main purpose of this project is to protect our beautiful environment from getting severely polluted by plastic because it is not biodegradable and cannot be decomposed. It is very essential to make plastic degrader that is one way to destroy plastic to avoid burning. It is not eco-friendly as it produces smoke which can harm our environment so this method cannot be used. Therefore, we have made a project which is eco-friendly and at the same time decomposes the plastic. The model segregates the garbage between two types: moist and dry. Generally, in every home people mixed whatever wastes are produced together. Thus, by doing this both moist and dry garbage gets mixed and has a great loss of moist garbage that can be decomposed and used as fertilizers.

The hypotheses designed for the model are -

- » The model “Automatic Segro-Degrader” is designed to segregate the wet and dry waste.
- » It also degrades the dry waste such as polyethene.
- » The model justified our objective fully.
- » The hypothesis to segregate the wet and dry waste and degradation of dry waste is validated with a model.

Work Plan

The work plan organized in different parts. Firstly, field survey [4] was done in the Jammu city to identify the need for developing the project. Further, the literature reviewed for various methods and techniques for segregation and degradation of a different kind of a waste. Therefore, the model developed to segregate and degradation of waste for environmental safety. The data analysis followed by the conclusion and future plan.

Field Survey

For developing the Automatic Segro-Degrader (ASD), we visited various locations and garbage collection points. Currently, there is no such system of segregation of dry and wet wastes at a household level. Due to unavailability of such system, in every home people mixed [5] whatever wastes are produced together. Thus, by doing this both moist and dry garbage gets mixed and has a great loss of moist garbage that can be decomposed and used as fertilizers.

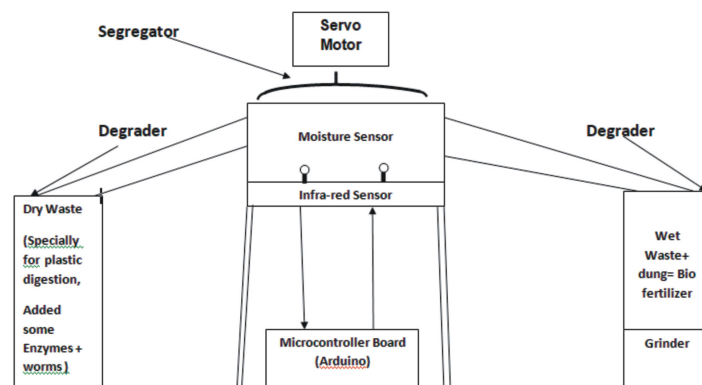
Working

Our model is a beneficial project which works with a 100% accuracy. First, we will place some garbage whether dry or wet on the surface at the top of the model in front of their sensor. After placing garbage it draws infrared rays whose memory is connected to a board. By which it determines/ senses whether the waste is dry or wet and accordingly with the shafts connected to a motor it sends the waste to their respective bins.

Our model is based on garbage separation and degradation, on a flat cardboard piece as shown in fig 5.

The whole system is controlled by an Arduino Uno board. All other parts like infra-red sensor, a moisture sensor, stepper motor, Grinder are interfaced to the Arduino board as shown in Figure 5.

Fig 5: Automatic Segro-Degrader(ASD)



Servo Motor

A stepper motor is a type of DC motor that works in discrete steps. It is a synchronous brushless motor where a full rotation is divided into a number of steps. The two main components of a stepper motor are the rotor and the stator. The rotor is the rotating shaft and the stator consists of electromagnets that form the stationary part of the motor. In the model, the stepper motor is used for segregation of dry and wet waste.

Infra-red Sensor

An infrared sensor is an electronic instrument which is used to sense certain characteristics of its surroundings by either emitting and/or detecting infrared radiation. Infrared sensors are also capable of measuring the heat being emitted by an object and detecting motion. In this model, the IR sensor is used to detect dry waste.

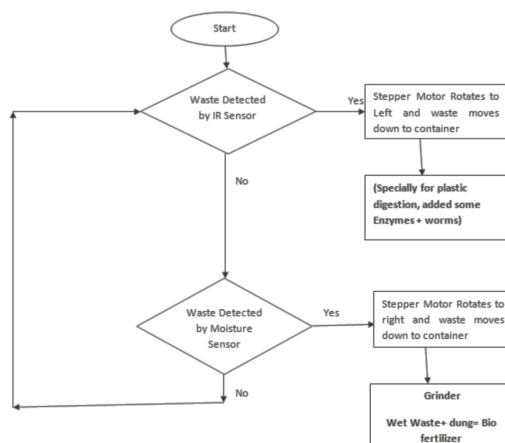
Moisture Sensor

Moisture sensors typically refer to sensors that estimate volumetric water content. These sensors are usually referred to as water potential sensors and include tensiometers and gypsum blocks. In this model, the moisture sensor is used to detect wet waste.

Microcontroller Board (Arduino)

Arduino is an open-source platform used for building electronics projects. Arduino consists of both a physical programmable circuit board (often referred to as a microcontroller) and a piece of software, or IDE (Integrated Development Environment) that runs on your computer, used to write and upload computer code to the physical board. The flow diagram of the software implementation is shown in Figure 6.

Fig 6: Flow chart of the software implementation



Degrader for wet waste

Degrader for wet waste consists of a DC motor to rotate and mix the wet waste with dung for generating the biofertilizer.

Degrader for dry waste

Degrader for dry waste consists of enzyme ideonella sakaiensis. It was identified in 2016 by a team of researchers led by Kohei Oda of Kyoto Institute of Technology and Kenji Miyamoto of Keio University after collecting samples of PET debris in search for bacteria that relied on the plastic for carbon growth. The bacterium first uses PETase, an enzyme that works with water, to break down the PET plastic[6]. It then breaks it down further using MHETase, another enzyme that further reacts with water to break down the plastics into terephthalic acid and ethylene glycol. In addition, the wax eater worms [9] also added in the container to degrade the dry waste especially plastic. 100 wax worms can eat 92 milligrams of plastic in 12 hours. Two species of wax worm, Galleria mellonella and Plodia interpunctella have both been observed eating and digesting polyethene plastic. The wax worms metabolize polyethene plastic films into ethylene glycol, a compound which biodegrades rapidly.

On it, we have made situated long cardboard of pieces supporting another base. Where the

garbage will be put. There are two sensors namely, IR sensor and moisture sensor which will detect the type of garbage whether dry or wet. Then there are two slides from both sides, a path from where the garbage will go into the boxes (one for wet and another for dry waste).

Utilization of Project

By our project, the pollution in our environments such as soil and air pollution can be decreased and the moist waste can be made to use in manures in agriculture and also the dry garbage which is of no use can be degraded including plastic.

Observation, Data Analysis and Results

As our model segregates the garbage, it will really save our time because people working in garbage industries use a lot of their time in separating the dry garbage. The plastic pollution in our world will be decreased by the wax moths. And our model will not only do one thing but on the other hand, it will provide good and useful fertilizers for the farmers without any harmful effects. It will reduce the amount of chemical used in fertilizers nowadays. It will be really beneficial for us.

Observation

The proposed system would be able to segregate the wet and dry waste. It would save time used in waste segregation manually. The technologies which are used in the proposed system are good enough to ensure the practical and perfect for solid waste collection process monitoring and management for green environment. In addition, the model is also degrading the plastic waste.

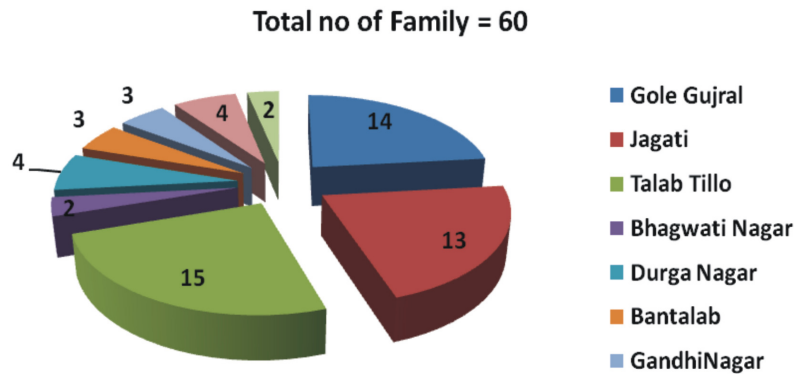
Data Analysis

After a survey it is found that people are mixing the dry and wet waste together. Therefore, there is a need to develop an economic model to segregate a dry and wet waste at home. Table 3 describes the area wise collection of dry and wet waste. Further Fig 7 shows area wise dry and wet waste pictorially followed by area wise family in Fig 8.

S. No.	Area of Study	Total number of Families	Total Wet Garbage in Gram per Day	Total Dry Garbage in Gram per Day	Total Garbage (Dry + Wet) in Gram per day
1	Gole Gujral	14	2534	1190	3724
2	Jagati	13	2860	445	3305
3	Talab Tillo	15	9750	3263	13013
4	Bhagwati Nagar	2	445	410	855
5	Durga Nagar	4	882	232	1114
6	Bantalab	3	543	255	798
7	Gandhi Nagar	3	780	265	1045
8	Baudi	4	875	265	1140
9	Nanak Nagar	2	385	365	750
	Total	60	19054	6690	25744
		Average	318	112	420

Table - 3 Garbage Data (Dry and Wet)

Fig - 7 Area Wise Total, Dry and Wet Waste



Data Analysis to digest the polythene garbage of a family -

- ⇒ Average Dry garbage of a family per day = 112 gm
- ⇒ Average polythene in dry garbage of a family per day = 5 numbers
- ⇒ Weight of one polythene bag = 180 mg
- ⇒ Total weight of 5 polythene bags = 900 mg
- ⇒ Total polythene consumed by 100 wax worms per 12 hrs = 92 mg
- ⇒ Total polythene consumed by 100 wax worms per day = 184 mg
- ⇒ Total time for degradation of one day polythene waste of a family = 4.8 days

Wax worms availability analysis -

- ⇒ Total wax worms in a honey tray (apiarist) = 18000 (approximately)
- ⇒ Wax worms available in honey tray can consume plastic in one day = $(18000 \times 184) / 100 = 33120$ mg = 33 gm = 165 plastic bags = 33 houses polythene waste

Data Analysis to generate compost from wet waste -

- ⇒ One day wet waste of a family = 318 gm
- ⇒ 30 Days wet waste of a family = $318 \times 30 = 9540$ gm = 9.540 Kg
- ⇒ 1Kg of wet waste = 400 gm compost
- ⇒ Total compost will generate of a family in one month = 3.81 Kg
- ⇒ Total cost of Organic compost per kg = ₹ 20
- ⇒ Total profit per month for family = ₹ $20 \times 3.81 = ₹ 76.2$
- ⇒ Total profit per year for family = ₹ $76.2 \times 12 = ₹ 914.4$

Results

The proposed system “automatic segro-degrader” sorts [3] wastes into two different categories, namely plastic(dry) and the wet (organic) waste. Wet waste refers to organic waste such as vegetable peels, left-over food etc. Separating our waste is essential as the amount of waste being generated today causes an immense problem. Here, we have tested the household wastes which are generated in every home today and we have come up with the following result.

Tables 1–2 show the tested results of the waste when exposed to our automatic waste segregator and monitoring system.

Table - 1 Result of Organic Waste Separation.

Sl. No.	Types of Organic Waste	Discarded or Not
1	Kitchen waste	Yes
2	Leftover food	Yes
3	Vegetable peel/Fruit peel	Yes
4	Rotten fruits and Vegetables	Yes

Table - 2 Result of Dry Waste Separation

Sl. No.	Type of Dry Waste	Discarded or Not
1	Paper	Yes
2	Small bottles	Yes
3	Dry leaves	Yes
4	Clothes	Yes

Conclusion

In the absence of proper information on how to use, wet waste people were wasting wet waste. The study highlights that one family can earn¹ 914.4 per year with minimum efforts at home. The research was successful spreads the information to 60 families of Jammu, and now these families have started earnings with the information on how to make compost. Further, the waste segregator as the name suggests segregates the waste into two major classes: dry and wet.

- » The proposed system would be able to degrade the wet waste into manure and plastic waste with the help of wax eater worms.
- » The timing and movement of the stepper motor are controlled by Arduino Uno. Continuous and unnecessary operation of any particular section is thus avoided.

Problems & Solutions

Following are problems -

- » There is no such mechanism to segregate the dry and wet waste at home.
- » There is a chance to get an infection from waste.
- » There is no degrader available to degrade plastic waste at home.

Solution to the problem -

- » Automatic Segro-Degrader is a solution for segregation of dry and wet waste.
- » Wet eater larva and Ideonella sakaiensis enzyme are the solutions for the degradation of plastic waste.

Future Plans

- » Solar panels can be used as power supply.

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Social Media : Boon or Bane for Indian Youth

Vineeta Singh

ABSTRACT

The importance of Social Media in people's life is increasing each day. Social Networking Sites such as Facebook, LinkedIn, Myspace, Orkut etc. though have a number of positives for the individuals using it, such as job opportunities, easy connect with people, education etc., it poses some prominent and undeniable dangers to its users as well. Some of the common negatives include, low self-esteem, distraction from studies or work, cybercrime, cyber bullying etc. Social Media has transformed the entire world into a global village where people can interact freely with their dear ones located remotely via merely few clicks or taps. While this steeply rising trend has affected all, its impact on the lives and times of the modern day youth has been maximum. Though a majority of younger lots prefer being the part of social media revolution for their benefit, there are many who have unfortunately got addicted to it. Paradoxically, social media can make youth not only more capable but also more inept. They sometimes share too much with too many, and are conscious of that. In many cases it is clear that social media have become not only part of people's lives but the things their lives revolve around. It's important yet difficult to retain the attitude that these sites may be useful, but that's all they are tools, not lifestyles. Overall, youth have to be careful and caution when approaching these things.

Introduction

"Social Media is helping youth to archive their goals. Doing it reliably and repeatability so that over time people have an interest in helping to achieve their goals." Seth Godin

In modern life, social media is developing fast. It is used by many people all over the world. Social media is an integral part of today's society. With loads of information being disseminated over the Internet, social media has become the very fabric upon which our society is being built. The people who are at the forefront of molding the future of social networking sites are youth. This is because vast majorities of the people who use the Internet are youth. Reportedly, many youth spend lot of time being online every day. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Much of that time is thought to be spent on social media sites, with only some attention focused on research and learning. For the past decade, social media has been touted as a platform for youngsters to congregate online and interact socially as if they were in person, regardless of their distance from each other. There are likely young people out there who do not know of many other uses of the Internet other than their favorite social media platform. Social media have become prominent parts of life for many young people today. However, there are many young people who cannot control themselves and are addicted to social media. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative.

Social Media

Social media is not about what each one of us does or says, but about what we do and say together, worldwide, to communicate in all directions at any time, by any possible (digital) means. Michelle Chmielewski - Synthesis

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media, basically defined as grouping

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of internet based an application that builds on the ideological and scientific foundations for transforming communication, in to an effective and interactive conversation between different societies and individuals. Social media is one of the easiest means and includes media and social networking sites like face book, twitter, Google etc. This is creating lot of boom in the current generation as it is one of the exceptional resources in conveying the information. Using social media will help in improving contacts and thus increases business. Social media may comprise of different forms like magazines, social club, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. But now the trend of getting information has totally changed as most of them are using internet to acquire information and to meet people. Social media is different from the usual traditional media which include newspapers, television, radio and films etc. This social media is less expensive when compared to the traditional media and is also easily accessible. This is not only used for communicating and interacting with people worldwide but is also one of the best ways to advance in business. Almost 70% of the business is done online because this will reach to the customers/ audiences soon, all over the world. This is also one of the biggest pools of information.

Different Types of Social Media Networks

Human nature by default has been programmed to be socially active to a certain extent. Some people are more active, while others are less so. However, people have always been looking for ways to connect and network with each other. And, in this age of digitization, people have found ways to be socially active on the internet, which is possible with the advent of the numerous social networking platforms and apps. Now, even relationships begin, grow and end on social media. People no longer need a personal handshake or face-to-face meeting.

Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2015. And, with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018. Here, we discuss some of the most popular social media sites that are being explored by the world today.

Social Network: Facebook, Twitter, LinkedIn

Such types of Social Media are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion. Anyone can channelize different types of Social Media campaigns on these networks that will help them widen their reach.

Media Sharing Networks: Instagram, Snapchat, YouTube

Media sharing types of Social Media are used to find and share photographs, live video, video and other kinds of media on the web. They are also going to help in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result driven way possible. Social networks nowadays also offer these features, however, for Media Sharing Networks, sharing of media is their basic role.

Discussion Forums : Reddit, Quora, Digg

Such types of Social Media channels are used for finding, sharing and discussing different kinds of information, opinions, and news. They help businesses by being top notch resource for doing immaculate market research. These forums are the oldest ways of running Social Media Marketing campaigns. Before the entry of popular Social Media players like Facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields.

Bookmarking and Content Curation Networks: Pinterest, Flipboard

Opting for such types of Social Media will help to find out, share, discuss and save a variety of latest content and media that are trending as well. They are very helpful in channelizing brand awareness for business, plus, choosing this one to run different types of Social Media Marketing campaigns will

help to generate website traffic and customer engagement. In case we want to run some out of the box highly creative campaigns that can not only inform your audience and but also attract them then this one is best fit. To run Social Media campaign on Pinterest, we need to have a site that is bookmark-friendly. We should optimize headlines and images for the feeds that Bookmarking and Content Curation Networks use for accessing and sharing the content Flipboard let's to create own Flipboard magazine by using most engaging content.

Consumer Review Networks: Yelp, Zomato, TripAdvisor

Using Customer Review networks will help to find out, share and review different information about a variety of products, services or brands. When a business has positive reviews on these networks, their claims turn more credible because reviews on these networks act as Social Proof. For running a successful Social Media Marketing Campaigns, it is very important for today's businesses to have positive reviews on these sites. In addition, resolving all the issues that customers are posting on these Review platforms is another thing that is going to be very important for the positive and productive outcomes for the business.

Blogging and Publishing Networks :Wordpress, Tumblr, Medium

We should choose these types of Social Media networks for publishing, discovering and commenting on articles, blogs and other content on the web. Content marketing is one of the most powerful ways to target, attract, engage and convert a target audience. It is going to be the base of successful online marketing campaigns that play the most important role in conversion funnels of Digital Marketing campaigns. Word Press and Blogger are the traditional blogging platforms while Tumblr (micro-blogging service) and Medium (Social Publishing Platform) is the latest blogging and publishing networks.

Some Facts - Youth were never inspired by any emerging phenomena that much until social media came to the fore. The unprecedented clutch of this most vibrant trend nowadays is being further endorsed by survey reports from recognized bodies worldwide as well.

One such survey conducted by TCS with the name of "TCS GenY Survey" targeted the 'Post-Millennial' generation. It included responses of more than 17,000 students of age group 12-18 years from urban high schools spread across 14 cities all over India. The main findings included -

- » Used by above 65% of the respondents, Mobile phones emerged as the favorite gadget of the youths.
- » 18% of the youth access internet through mobile phones, which is only next to their internet use at home (72%).
- » One in every four youngster access internet for more than 60 minutes on daily basis while above 50% do so for 30+ minutes every day.
- » 73.65% youngsters use internet for academic research work, more than 62% use it for social media activities such as chat/connect/blog.
- » A staggering 73.68% of the respondents all over India use Facebook/Twitter as their communication handle, leaving SMS, Voice call, email and instant messaging way behind. Another survey report published on SOCIAL MEDIA CHIMPS in the form of Info graphic reflects the impact of social media to even deeper extent. It says -
- » 5 million Facebook users are aged under 10
- » 58% of the Facebook users among children are from the age group 13-17
- » 50% of teens login to their FB account at least once in a day.
- » Girls aged 16-17 years are most prone to cyber bullying attacks.
- » 10% teens have had their embarrassing photos being posted on social media sites without permission.
- » On the brighter side, social media promotes collaboration, creativity, communication, technological proficiency and leadership qualities.

Positive Impacts - Social media can be used in ways that promote positive and productive ideas in society. These positive behaviors make social media an invaluable tool to young people if used correctly.

Below are some of the ways in which social media can be used to benefit young people:

Educational Benefits - Youth use social media platforms such as Facebook in order to complete collaborative assignments. It provides a space for them to share and discuss ideas, plan and delegate tasks, and upload and provide feedback on completed works. Also, social media itself can actually be an educational resource - with social networking sites such as YouTube and Wikipedia being heavily referenced as a source of information. Finally, sites like YouTube have an endless supply of educational videos that help youth to develop or refine various skills, such as cooking, fixing household items, or speaking other languages. Some YouTube videos also provide objective overviews of important contemporary issues that can help teenagers to become engaged and make informed decisions.

Rapid communication - Everybody is becoming so busy with their lives that they don't even have time to communicate with their family members. Our time is getting thinner and thinner with busy work schedule and family commitments. Social networking sites give us a chance to communicate in a speedy and effective manner. Writing in face book, Google and twitter will reach as many people as we want just in a span of seconds and with no cost. These sites will allow us to live a life which is unhindered with a small talk.

Building relationship and finding a common ground in an open society- We can make a strong relationship with friends and relatives through these sites. This can help foster friendship and more besides strengthen us. Because friend is the only person with whom we can share everything related to our life. Connecting with groups will help in improving one's own business, thus creating profits. Professional sites like LinkedIn will have many groups based on different criteria. Through LinkedIn people get jobs and some promote their business.

Enhancing Creativity - Social media refers to online services that enable users to connect with other users, and create and share content. One of the positive effects of social media on youth is that it encourages them to think outside of the box and exercise creativity in how they engage with their audience and friends. Furthermore, given that they make up the vast majority of people using social networking sites, youth are at the forefront of molding the future of social media.

Confidence & Independence - Engaging on social networking sites can be a new adventure for young people. It is like exploring a new place where different skills are needed. Young people learn to mould their character to be more confident and independent in order to be heard or have a positive online presence. This eventually transfers to their daily lives.

Interconnectivity & Identity - Social media is capable of building and extending teenagers' personal and collective identities. During adolescence, teenagers have access to newfound independence, and begin to form and experiment with new identities. Social media provides them with the necessary freedom to self-discover through trial and error. In the online world, teenagers feel safe seeking support for issues they wouldn't otherwise feel comfortable discussing, such as mental health, sexuality, and reproductive health. Today's youth rely on social media in order to raise and spread awareness, share in their experiences, and combat stigma. Teenagers who are able to be vulnerable online can establish relationships that are based on mutual trust and empathy, which can have truly positive effects on their health and wellbeing.

A flexible Media - Social networking sites like facebook, twitter, google help users to find and connect with friends worldwide, easily with a quick process. These will also be helpful in promoting business by increasing contacts. Using these sites is very easy because they are designed in a way to reach the targeted audience and new features and functions are constantly developed so as to make the site more flexible in satisfying user needs. Many famous personalities for example celebrities, business men and famous personalities create their own blogs to promote their business or to express their views. This will make their work easier in reaching huge audience in a very less time.

Negative impacts - Social media, now a days is leaving a negative impact mostly on youth. Most of the youth spend lot of time on the internet to visit and check their single or multiple accounts. This will affect students, youth and productivity of work because of the extreme use of technology.

Cyber bullying - Usage of social media may create a chance for emotional distress in getting frightening, irritating and degrading communication from another teenager which is called cyber bullying. It's been proved that cyber bullying will build advanced levels of depression and anxiety for victims and also resulted in youth suicide. Most of the females become victims of this cyber bullying.

Texting - Texting is used to harass people. Using cell phones and social networking sites for instant messaging to threaten, and hassle relationship partners is increasing day by day. One in three teens in relationships has been text messaged up to 30 times an hour by a partner to know where they are, what they are doing, or who they are with.

Privacy - Most of the teenagers are not aware of the website policies when setting their profiles and they may not be even aware of disclosing the information to the third parties like the advertisers. Most of the teenagers like to post their information publicly which will affect them when the hackers or people with cruel intention may use their information for wrong purposes.

Effect on Health - Social media has an impact on physical as well as mental health of an individual. Since a lot of time is being utilized in using the multiple social networking sites, individuals seldom get time to eat and sleep on time as well as since they are spending a lot of time on these websites, there is hardly any time left for physical activity, all of which impacts an individual's health.

Poor Self-Esteem - One characteristic of social media are that they are a platform utilized by individuals to post pictures, share stories etc., hence this attribute of these websites are said to have an impact on an individual's self-esteem. Frequent comparisons are made in terms of the pictures one posts, the number of likes, views, comments etc. all of which leads to a teen evaluating himself/herself in light of these attributes.

Poor Communication Skills - Students nowadays, are mostly involved in virtual communication that is communication over the internet, which reduces their ability to communicate effectively with other face-to-face.

Poor Grades - Multiple studies have indicated that social media usage is inversely proportional to grades in school and college. It is assumed that over exposure of students to the internet, takes away a lot of their time which could be otherwise utilized for studies

Dealing with Social Media Threats - Considering the fact that the young social media users are still in the nascent stages of their lives, their elders need to put forth certain effective measures to ensure their safety online -

- » **Parental Guidance** - It is important to understand the behavior of kids while using internet; whether they sit alone or with family, what they access, etc.
- » **Activate Privacy Options** - Facebook, Twitter and other social networking sites have their own privacy settings. Anyone can customize them to maintain utmost secrecy of their kids' account while they are online.
- » **Educate Youths** - Always be aware and make sure to educate youth about every possible risk they may get exposed to while accessing internet, preferably social media sites.
- » **Protect Credentials** - Don't disclose important phone numbers, email ids, passwords, bank account nos., instant messenger IDs, addresses, etc., before your kids until you believe they are mature enough.
- » **Maintain Secrecy** - Encourage youth not to disclose any sensitive information over the web, be it related to them, their family or friends.
- » **Activate filters** - It is better if you can use filters to block the content of any unwanted or objectionable site.
- » **Implement Firewalls** - Anyone can also implement firewalls that could keep a regular check on fraudulent sites, cyber bullies and those involved in electronic aggression.

Conclusion

Considering all of the above pros and cons, it is necessary to develop certain regulations over the use of such social networking sites, especially for high school and college students. Social media has great impact on the Indian youth but it has lot of challenges which we have to face. However, when it comes to safeguarding the interests of your young ones over the web, it is essential to follow certain effective steps so that they may not fall prey to fraudulent or illicit acts happening across the social media. Thus, students should get the choice to spend time socializing in an effective way. It should not hamper their school or college performance, and it should be kept in mind that social media creates virtual worlds that drastically differ from reality. Youth should be helped in developing the cognitive and intuitive ability via awareness which will help them in analyzing how much time they want to spend on social media. We should focus on the ethical usage of these Social Media so that it serves us in a right way and the youth can play an important role since social media is a boon and curse both for the Indian society.

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Role of ICT in Developing and Exploring Madhubani Painting All over The World

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ABSTRACT

In these days Indian economy grow very fast in each sector whether it is agricultural, industrial service sector, apparel industry, food industry etc. this technique is helpful for spreading our heritage, art, culture, tradition, from all over the world. 70% India is basically belonging to village. So its culture are depicted its root. Madhubani painting is one of the Indian heritage which is now known as world famous Indian art and internet plays a very important role to spread and exploring to the international market. Madhubani painting is full of color, style and motifs. It has bold beautiful motifs with clear bold lines which is filled with bold color combinations. This art is now main attraction or focused by the national and international designers of apparel industry, upholstery industry, interior designer industry etc. They create a variety of articles like sarees, dupatta's, ladies suit's, skirt's, plazzo, modern and ethnic dresses' and many more articles which is very much liked by the respondent's. These designs are spread from all over the world. Now a days Madhubani painting and its related article have an a very big market. Online trading companies have a big variety of Madhubani painting and its related article whether is from textile industry or any other industry are available each country of the world through internet. The painters of Madhubani painting have a very big fan following and they earn lots of money to spend their life lavishly. This study show's that ICT plays a very positive role to developing and exploring the Indian heritage Madhubani painting from all over the world.



Traditional Madhubani Painting

Introduction

In these days Indian economy grows very fast in each sector whether it is agriculture industry,

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Industrial service sector, apparel industry, food industry etc. basically 70% population of India belonging to village so its art, culture, and heritage depicted from its root. ICT plays a major role to grow up India very fast. ICT became boon to rural people in utilization of internet facility in every work. Now these days uses of electronics devices remarkable increase to support and enhance the ICT for overall rural development. The rural India still lack with basic facilities in many part of the country even after independence of the nation. The rapid development in ICT is helpful in customizing the problems and minimizing the communication gap among people.

India after its independence has transformed with major changes and challenges since the faster rate of population growth severely affects the country's economy and development. Even through our rural areas have more potential resource for the country economic development and to increase the foreign export, the lack of skilled man power is the major challenge in the Indian context as a technological challenges always need more skilled human resources for improvement in production.



Traditional Sun Motifs

India is a diverse in his art, culture, and heritage like painting, embroidery, folk dance and costume etc. Madhubani painting is one of the famous Indian heritage painting belonging to the Bihar Uttar Pradesh. Madhubani painting which enlightened about the social culture as well as cultural identity of Bihar and the style of painting has been changing from generation to generation. The painting describe its history, subject matter, use of raw materials and style of Madhubani painting in the context of the role of its painter. Madhubani painting with special emphasis in the context the role of Madhubani painting and how the village painter expres their skill through organic color and free hand brush drawing.

In 21st century Madhubani painting is very well known or famous Indian art from all over the world. But before last 3 decades its popularity is not that so much as it is in now a days. Today trough the help of ICT Madhubani painting has a big market from all over the world. It is showed that those painter who have used the internet facility to increase their market they get successful results. Women's from Mithila region of Bihar in North India have painted colorful auspicious images on the interior walls of their homes on the occasion of domestic ritual since at least the 14th century. This ancient art, especially elaborate from marriages, continues today. Many foreigner's who came to India wants a sample of Madhubani painting. After this the painting was done on the paper for sale purpose has change the value of painting dramatically.

Aside from generation important new family income, individual women have gained local, national and even international recognition. Artist are being invited to exhibition across India and the Europe ,the United States and Japan no longer as “folk artist” but know as “contemporary artist”. ICT plays a very positive role to its recognition from all over the world.

Development of Madhubani Painting

Madhubani painting is famous from since 14th century. But at the starting stage this painting is only done for the interior wall decoration or occasionally done it on the festival ,marriages etc. but after some time the popularity of the painting was spreading from all over the world through the help of internet.

These painting are very colorful with their unique designs, pattern and free hand drawing. Various kind of pattern are used for making paintings like mythological, goddess, human figure, fish motifs, sun, flowers, etc. these painting are shown their culture or extreme faith in God. India is a very fast developing it self as a key of destination for those who love the art. Indian art history has given a rich storage of traditional painting in India sub content from pre history to present time. The style of painting differ from region to region and period to period. This painting is shown the cultural heritage of Bihar and the style of painting is change from generation to generation. This paper focused on the development the Mithila painting from a small village to globalized market.

This painting was based on their day to day life. Each painting have lots of variety in their color combination, their design, patterns, as well as variety on expression of painting. That’s why painting is also known as “Forest of Honey” means the representation of picture is show the sweet effect with their color and motifs. Originally Madhubani painting was executed on mud plastered wall on religious occasion and wedding ceremonies. Each painting was shown their faith in god and blessing to their family. Basically natural organic colors are used for making those painting. This art is take to said to date back to time of the Ramayana when it is believed Janak was ruled. These painting was done by Mithila’s women’s they pass this art from generation to generation.

After a long period when these painting was done on the paper it was commercialized for financial purpose. Traditionally Madhubani painting have some special characteristics are as follows -

- » Natural color with bold color combination are used in painting.
- » Double line border are used to make it bold look.
- » Symbols, lines and pattern are support the main theme.
- » Abstract design are used in like goddess figure.
- » Figures are usually make with bold eyes for creating attention.

Exploring Madhubani Painting through ICT from All Over the World

India is marked by its rich traditional heritage of folk art and culture. Basically Madhubani painting was done on fresh mud plasted wall, but after for making as income source they start to make painting on paper. This procedure was create a revolutionary change in the future of Madhubani painting. After this change the painting was very popular from the world. But ICT plays a very important role to exploring from all over the world. This painting was clearly recognized by late 1964 from the forner’s buyers. After that the generation gap make it a revolutionary change in the future of Madhubani painting.



Apparel related article created with Madhubani Painting

These painting used as the textile motifs and making a large style of apparel which was done on the cotton and silk fabric. Apparel industry are used this painting for making various kind of article with various technique.

- » Painting technique on fabric for making sarees, dupatta's, suits, bed cover's, curtain's upholstery etc .In this style they use natural color, pigment dyes, and artificial colors.
- » Printing technique is also use for making apparel articles like sarees, dupatta's, suit's, plazo and many more articles with natural and synthetic dyes.
- » Embroidery technique is also used for making articles. These motifs are used as the best textile motifs for making variety of colour combination and style of designs.





Articles Related Madhubani Painting

Not even in a textile industry but it was also exploring from interior decoration purpose with making decorative articles like pots, cups, table mats uncountable articles are making for decoration purpose. The popularity of painting is became heritage of India. Through the ICT it has a big globalized market by own it self. There are many websites to sold their articles from all over the world. Now this small town painting are exploring each country of the world with the help of internet.

Young youth are very happy that their heritage art are exploring in a new way and open up a new source of earning with their art. Now a days many Indian and foreign designers are used these painting as a textile motifs to make a variety of garment with new style. So we can say that the ICT plays a very big role in developing and exploring Madhubani painting to all over the world.

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Impact of Information Overload on Knowledge Formation through Digital Media

Ramakanti

ABSTRACT

Modern society witnessed enormous changes in communication technology. Digital gadgets play role in each and every part of life. Nowadays everybody have in reach to access information through the use of Smartphones, Laptops and their personal computers. Due to ease in internet access the situation like information explosion has arrived. The digital media contents became abundant and it turned impossible to retrieve useful information when needed. Social media also faced such an information overûow as the information get multiplied in manifolds within no time. Accurate 'news' became hardly accessible. The internet world as well as social media delivered manipulated and fake news, thus the integrity of the media is lost. The credibility of the digital media is questioned. This study tries to figure out the causes of information overload and the consequences of information overload. Study has also tries to find out how the digital media users can cop-up with the problem. Proper use of technological gadgets and tools will help us to combat with Information and News overload.

Introduction

We all know that knowledge is power but few understand the role of digital media and specially the social media in empowering knowledge. The most common use of digital media is making through use of social media. Through social media, anyone online is empowered by an unrestricted flow of information to add to their knowledge bank. In today's world, it is undeniable that social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange idea, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate in a democratic fashion. It enables common interest based groups such as students to work in a collaborative group projects outside of their class. It provides a platform for collaboration with a wide range of people on a number of issues such as education, economy, politics, health, and relationship etc.

Information Overload is a situation where the presence of too much information prohibits a person to find out required information and it causes difficulty in decision making. It is also called infobesity or infoxication. The information can be in the form of texts, images, sound, videos etc. The viral videos in YouTube, countless emails in our inbox, the endless stream of interesting articles on Facebook, innumerable tweets per second in Twitter are some examples of overloaded information. The huge amount of information causes our brain to function stressfully. In long term this will aüect our thinking pattern. Our decision making system will remain confused. It will stop us from making good decisions or interrupt from choosing a right option. We will end up by making wrong or delayed decisions.

During the past few years the growth of social media was quick. It helped to easily manipulate, duplicate and share information. All information including news content is manipulated and faked. Thus the problem became worst. Ironically, social media is in effect turning us into one of the most antisocial generations, yet. We prefer texting to phone conversations, online chat to a face-to-face meeting, and many have replaced human interaction with convenient platforms such as Whatsapp,

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Facebook, Twitter, and Instagram. The negative impact of social media can be divided into three main categories. First, social media fosters a false sense of online “connections” and superficial friendships leading to emotional and psychological problems. The Second harm of social media is that it can become easily addictive taking away family and personal time as well as diminish interpersonal skills, leading to antisocial behavior. Lastly, social media has become a tool for criminals, predators and terrorists enabling them to commit illegal acts. World Wide Web became common for the last half a century. Advent of modern computers caused information to duplicate and spread faster. Social media became a ‘must’ in everybody’s life and allowed people to become news editors or manipulators. These duplicated information spread through World Wide Web. Many of the information are manipulated. People started to access news content through digital media, which mainly include online media. Thus digital media devices connected to the internet have a significant role in causing Information Overload.

Objective of the Study

The objective of this theoretical paper is to find out the reasons of information overload, and the problems caused by it, and to provide the strategies to combat the problems facing by mass media and social media users due to information overload.

Nowadays all the media devices became digital in a sense. But, in this study, online media and equipment including computers, smartphones, tablets, phablets, etc. are considered as digital media.

Information Overload: Causes

Information overload had been recognized and addressed as a problem long before in mid-nineteenth century. Scientists like J. Murray Luck, assistant professor of biochemistry at Stanford University, pointed out that they are failed to reassemble appropriate information for their research work. Later in a report of the U.S. President’s Scientific Advisory Committee’s in 1963, addressed the same problem. The phrase ‘Information overload’ is first mentioned in ‘The Managing of Organizations’, a book by Bertram Gross in 1964. But it was popularised by the futurologist Alvin Toffler in 1970, in his book ‘Future Shock’. He predicted that information abundance will cause big problems in near future.

Nowadays devices having internet access, like computers, smart phones, tablets and many other digital devices are the major mediums to disseminate information. A wide variety of sources are there to run-out information. Social media and other online resources are the primary cause of information overload. The same news item is repeatedly distributing from different news sources. These information could be fake and authenticity is always dubious. The primary reasons of information overload are -

- » Easy and widespread access to the Internet.
- » Access use of social media.
- » Rapid rate of new information generation.
- » Social Media and Internet Sharing become popular.
- » Information duplication and transmission becomes easy.
- » Increasing number of information channels of the same news content.
- » Absence of techniques to organize and control information.
- » Lack of content filtering tools.
- » Ignorance in accessing the sources using various information tools.
- » Ambiguities in available information.
- » Contradictions with newly created information

Information overload: Consequences

Most common use of digital media is depicted through social media. Now a days most of the people have Smartphones which remain on 24/7. People remain in continuous connection with overloaded messages and news. When considering the societal consequence, information overload is always disrupts social development. It prevents accumulating new knowledge, thus delays new inventions. Although it has brought about many benefits like allowing us to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers, but access use of digital media has come at a price. On one hand social media has a negative impact on our

lives as global reach has eroded our culture, and replacing the human fellowship, physical and emotional support we once drew from each other with virtual connection. While on other hand, information overload through the social media is making us psychologically unstable and create confusion in decision making as the ability to think independently is ceasing.

Since persons are the building blocks of the society thus, personal consequences are more important to take in consideration. Some of them are mentioned below -

- » Make people untidiness
- » Kills their precious time
- » Increases person's stress and anxiety
- » Destroys their self confidence
- » Challenges people's cognitive capacity
- » Creates Analysis Paralysis i.e. paralysis due to analysis
- » Reduces their creativity and productivity
- » Makes persons fail to stay in-focus
- » Create confusions in taking decisions and actions
- » Makes monetary losses.

Information overload causes confusion in absorbing facts, which in turn causes to reduce peace of mind. The lack of attention reduces concentration in works. Overloaded information causes to lose precious time. Thus we will lose productive outcome. Information Overload leads to spend more time to catch the necessary information. This reduces available time and causes stress and anxiety. Information Overload often causes "Analysis Paralysis" or Paralysis by Analysis. It is a state of never taking a decision or action by over thinking, as a result paralysing the outcome.

How to combat with Information Overload?

If technology is the primary cause of information abundance, technology too has solutions. Intelligent use of technology will eliminate the actual problem for sure.

Information overload grown as a wide problem in the society. Elimination of information overload is not at all impossible. Well organised information is easy to handle. Our information media is not organised and diffusing vague ideas to the society. New information channels like social media causes to duplicate and manipulate news contents. Researchers can easily collect relevant data and can complete their works in lesser time. Internet traffic will reduce and thus the bandwidth can use more productively for the growth of business, academic and other purposes supporting national growth. Quick access of relevant data will help us to save time and that will help to concentrate on our real jobs thus productivity will increase. Librarians can organize more numbers of books and documents in a limited space.

Need of the New Approach

The modern society termed information overload as a negative aspect, but it is the case of perspective. The lack of proper information is the actual problem. Actually we have lots of information, which is widely spread everywhere, and this is a positive point for us. Only problem is that, relevant information is hidden and not accessible easily. Therefore we need some techniques to find out the information we need. Information overload became a problem when a user become unable to find out relevant information using their own knowledge and acquired techniques. We are reluctant to learn new techniques that are the real problem. Technology itself has solutions. For instance, when searching in Google, we can use operands like AND, OR, NOT etc to get more relevant results. Putting a double quote (") between the most relevant word in the search keywords will give more precise search results.

For example - Smartphones NOT tablets > it will exclude 'tablet phones' from search result

How to Get Access to the Relevant Information?

Everytime it is warned that beware from fake news and ambiguous content but how to do it, is the challenging issue for most of the digital and social media users. However organising online content intelligently and preventing the forwarding of unwanted messages will eliminate unwanted information. Below are providing some techniques, useful to retrieve online as well as offline information.

- » Decide priorities for the information needed
- » Identify the unwanted information
- » Say No to irrelevant Information
- » Make continuous observation on information
- » Stop forwarding the ambiguous content
- » Evaluate the retrieved content
- » Use only trusted sources
- » Learn search strategies
- » Do Keep suggesting to friends and known to stop forwarding unwanted data.
- » Do proper planning before retrieving information
- » Create a precise idea about what is going to access
- » Use specific terms to search
- » Write down the ideas immediately
- » Connect with known information
- » Keep a Disciplined and Organised Mind
- » Not accept more than five results at a time
- » Use smartphone Apps
- » Use Google alerts, Feed Aggregators etc to get relevant updates
- » Use tools like 'Gmail Tabs' to organise e-mails

Remember in case of shopping, we often ignore thousands of items and pick the right one in time. How it is being possible? Either we know the brand of the particular product, or ask our friends for opinion about a product. Then compare with products of other brands and make a choice to buy one you are convinced with. Choosing the right information is similar to it. Source is very important like a brand name. Always depend on credible sources, and re-analyse its credibility occasionally. We need organised and 'easy to access' databases. The unimportant, irrelevant information should be destroyed. Internet contains mass amount of duplicate information. Same idea is duplicated thousand times and it should be cut down. Using modern algorithms it is easy to scan and filter duplicated information. This will assure quality and unambiguous information.

Conclusion

The accumulation of information and communication of pertinent information is the indication of knowledge generation which is related with human growth in all dimensions. Without new and upgraded information human race won't survive. But, it is also essential to develop and communicate proper or needful information in a proper way in the right time. We can't stop the production of new knowledge. So, we need to think consciously by changing our attitudes towards the problem. Now it becomes compulsory to find out the right ways to tackle information overload. As we know, technology has created the information overload and the same technology can be used to reduce the problem. Nowadays social media is an important part of information system, but the credibility of the contents is lost. The major reason for this phenomenon is that the digital media handles news and related information as a means to spread hatred. The tactful use of digital media as suggested here can be helpful to combat the information overload. The future of technological innovations is artificial intelligence (AI). If AI can be used to control and arrange information systems it will avoid duplications, return better search results and keep the database organised. There should be a filtering mechanism in media industry too. Digital media should retaliate to reclaim their credibility. It is very essential for a growing society to tackle information overload.

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Role of Information & Communication Technology (ICT) 21st Centuries' Higher Education

Anil Kumar

ABSTRACT

This paper is to examine the preface of Information and Communication Technology (ICT) in higher education in India in 21st Century. In India the emergence of ICT has fundamentally changed the practices of not only business and governance but education as well. In India, there are many kinds of technology, and they gave a part in education sector. While the world is moving rapidly towards digital media, the role of ICT in education has become increasingly important. There has been an unprecedented growth in the use of ICTs in teaching, research and extensity activities. The sudden boom in Information Technology has transformed the way how knowledge is disseminated today. One of the changes it has brought about is the way how teachers interact and communicate with the students and vice-versa. Given the fact that higher education in India is plagued by the challenges of inadequate technology access and inequity coupled with economic considerations and technological know-how, it remains to be seen how Information and Communication Technology can actually burgeon the students and how it can foster change in this aspect. Moreover, this paper explores the emancipator and transformative potentials of ICT in higher Education in India. In 21st Century Finally, this paper assesses how Information Technology has facilitated the growth in interactive learning and what has been its impact in the higher educational scenario in the country.

Introduction

Life long learning is essential in the “knowledge age” as everyone needs to update his cognition to remain relevant and productive in the new economy of 21 century. Learning strategy needs to be different in the digital age to leverage advances in ICT for innovative learning solution, which facilitate “learning to learn”. Information and Communication Technology (ICT) has broadened the concept of teaching-learning environment in higher education, which has made it possible for learning experiences to be extended beyond the confines of the traditional classroom i.e., more interaction among students or with the instructor; the encouragement of more out-of-class student reflection; and the ability to provide synchronous and asynchronous delivery to deliver learning directly or to ‘store’ it so that learners can access it when required. ICT, which is self directed, infonnal, just in time, any time, any where, self paced and collaborative technologies modify behavior of students and in turn shape the new education system with by a customized model, which allows individuals to select and make cognition, which is of interest and value to them and others. ICT enhances learning and thinking skills: critical thinking and problem solving skifis, communications skills, creativity and innovation skills, collaboration skills, contextual learning skills and information and media literacy skills which fulfill the requirement of 21st century. It alms at preparing youth to participate actively in the establishment, sustenance and growth of a knowledge society leading to all round socio-economic development of the nation and enhanced global competitiveness. ICT has invaded nd dominated higher Fducation institutions in the developed world, its diffusion into higher education i stitutions in the developing Asian and African countries in particular is painfully w. Reports say that current education programmes in Indian universities do not provide enough JCT training for the students to use computer confidently in learning their subjects. Low education and literacy levels, lack of awareness about the capabilities of technology and absence of skills to develop and use ICT

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applications represent significant obstacles to adoption, even when the physical and institutional infrastructure is available. Hence, the need for a study to ascertain the attitude of college students learning science and humanities towards application of computers and ICT in their learning process. Need and Significance.

ICT enables rapid access to ideas and experiences from a wide range of people, communities and cultures, and allows pupils to collaborate and exchange information on a wide scale. Education is the first and best key area for ICT applications. ICTs can help by providing alternative possibilities for education. The purpose of ICT in education is generally to familiarize students with the use and workings of computers, and related social and ethical issues. ICT has also enabled learning through multiple intelligence as ICT has introduced learning through simulation games; this enables active learning through all senses. Use of different information communication technologies has become inevitable for students in learning. By using modern information communication technologies, students can retrieve their required information within a short time. They can access and disseminate electronic information like e-books, e-journals and can improve their learning by using different modern ICTs in form of wireless networks, internet, search engines, databases, websites and web 2.0 technologies.

With the advent and popularization of Internet and World Wide Web (www), the world has become highly cohesive and interconnected in nature. In the technological era, the information and knowledge revolution takes place at tremendous speed. There is a shift in knowledge acquisition from the classroom to other modes of knowledge acquisition. In the present scenario www brings all sorts of information into the classroom, irrespective of subject matter. ICT has emerged as a dynamic and powerful medium for channeling and utilizing knowledge inside and outside the classroom.

However, their effective use requires students to move beyond using tools for social purposes and gain an understanding of how tools can be used to support learning. Students need to develop an insight into how tools can support a wide range of learning literacies, such as taking control of their own learning, engaging with discourses, constructing meaning and exploring identity.

Student perceptions of their own learning in ICT were found to be dominated by the requirements of the course they are following but the same is not true of what constitutes 'being good at ICT'. When asked to think of someone (which may have been themselves) who was 'good at ICT' and what made them 'good', students sometimes referred to things that were drawn from the formal learning done in college but they also referred to other aspects of ICT use. These two entered particularly on problem-solving and the ability to fix hardware or, in a few cases, to programming. Here students appear to have equated 'good' with open-ended learning and assumption. Often this was phrased in the context of helping others from which one can infer that students had a constructivist, or at least social, view of learning. The perceptions of students on learning also have a range of provenances. Thus they are influenced by what others do, as illustrated in the comments above, and by the direction they are given by their schools, teachers and examination specifications. It is noticeable that students do not tend to refer to these influences explicitly. Thus it is not 'doing what is required by the course work specification! teacher/school/college' that is reported as being important but "produced presentations, word documents, spreadsheets" (Student response to in questionnaire).

Objectives

- » To study the significant difference in the attitude of pupil towards ICT with respect to government and private colleges.
- » To study the significant difference in the attitude of pupil towards ICT with respect to gender.
- » To study the significant difference in the attitude of pupil towards ICT with respect to streams.

Hypothesis

- » There is no significant difference in the attitude of pupil towards ICT with respect to government and private colleges.
- » There is no significant difference in the attitude of pupil towards ICT with respect to gender.

There is no significant difference in the attitude of pupil towards ICT with respect to streams.

Sample

- » The study was conducted on a random sample of 80 students studying in private and government humanities and science colleges. The sample consisted of different sub-samples based on sex, disciplines (humanities and sciences) and type of institution in which they are employed (government and private).

Methodology

In order to realize the above said objective, Normative Survey method was employed.

Tool Used

Attitude towards ICT- a tool constructed and standardized by Russell (1995) was used. The attitude scale consists of 20 statement, each of which calls for a graded response on a five-point scale ranging from “strong agreement” to “strong disagreement”. The points are usually denoted by “strong agreement” to “strong disagreement”. The points are usually denoted by ‘strong agree’, ‘agree’, ‘undecided’, ‘disagree’ and ‘strongly disagree’. Different points on the scale are assigned arbitrary weights, for example, 4, 3, 2, 1 and 0 in the order of ‘strongly agree’ response to ‘strongly disagree’ response for the favorable statements. The scoring key is reversed for the unfavorable statements. The total scores for an individual can be obtained by adding the scores for all the individual items.

Statistical Techniques Used

For the analysis of data, the researcher has used simple statistical technique such as Mean, Standard Deviation and t-test.

Analysis and Interpretation

Table-1 Showing the significant difference in the attitude of pupil towards ICT with respect to government and private colleges.

Type of mgt.	N	Mean	SD	T-value	Remark
Government college	45	49.22	50	0.25	Not Significant
Private college	35	49.49	49		

Table-1

Table 1 show that the calculated t-value 0.25 is less than the table value 1.96 at 0.05 level. So the null hypothesis is accepted. Hence there is no significant difference in the attitude of pupil towards government and private colleges.

Table - 2 Showing significant difference in the attitude of pupil towards ICT with respect to gender.

Gender	N	Mean	SD	T-value	Remark
Male	49	49.77	50	0.32	Not Significant
Female	31	49.27	49		

Table - 2

Table 2 shows that the calculated t-value 0.32 is less than the table value at 0.05 level. So the null hypothesis is accepted. Hence there is no significant difference in the attitude of pupil towards ICT with respect to gender.

Table - 3 Showing significant difference in the attitude of pupil towards ICT with respect to streams.

Streams	N	Mean	SD	T-value	Remark
Science	59	49.42	50	0.39	Not Significant
Humanities	21	49.32	49		

Table - 3

Table 3 shows that the calculated t-value 0.39 is less than the table value at 0.05 level. So the null hypothesis is accepted. Hence there is no significant difference in the attitude of pupil towards ICT with respect to stream.

Findings

Among the 80 college students taken for the study, 61.025% evinced favorable attitude and 38.075% unfavorable attitude and 38.75% unfavorable attitude towards computers and ICT. Among the government college students, 57.78% displayed favorable attitude and 42.22% unfavorable attitude towards computers and ICT. Among the private college students, 57.14% had favorable attitude and 42.86% unfavorable attitude towards ICT.

Among the male college student, 73.47% showed favorable attitude and 26.54% unfavorable attitude towards ICT. Among the female college students, 64.51% had favorable attitude and 35.49% unfavorable attitude towards ICT. Among the college students learning humanities, 66.66% had favorable attitude and 33.33% unfavorable attitude towards ICT. Among the college students learning science subject, 59.32% has favorable attitude and 40.68% unfavorable attitude towards ICT.

Conclusion

The results show that 61.25% of the college students had favorable attitude towards using ICT for learning process. These students may be computer literate and could access the internet with or without assistance. Their extent of awareness, knowledge ability and the benefits of educational application of ICT may be studied. The reason that 38.75% of the respondents showed unfavorable attitude towards ICT may be due to low computer literacy level and/or due to technophobia. This study indirectly stresses the need to train students at all levels to become e-literate so that they can use the technology of ICT in their learning process. Tertiary level humanities and science curriculum should also be enriched to use ICT. This will orient college students towards surfing the internet for educational purposes, particularly locating science ideas and activities. Obviously, the ICT has the potential to greatly influence the process of teaching and learning.

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Spreading Environmental Awareness using Technology

Meenakshi Lohani

ABSTRACT

The effects of technology on the one hand, since the Enlightenment, technology, especially science-based technology, has offered the promise of a better world through the elimination of disease and material improvements to standards of living. On the other hand, resource extraction, emissions of dangerous materials, and pollution of air, water, and soil have created conditions for unprecedented environmental catastrophe and have already caused irreversible damage to the biosphere. Technology and Societies evolve hand in hand. The present challenging task is to use this technology for spreading awareness and help in Sustainable Development. The objective of this paper is to understand the role of technology for spreading environmental awareness and to focus on the recommend changes in the modern education system in this digital era by usage of new technology.

Introduction

Man is an important part of the biotic component of the environment so he plays important roles in the natural environment system in different capacities such as- 'Biological or Physical Man', 'Social Man', 'Economic Man', and 'Technological man'.

In the prehistoric period the role of primitive man in the functions of natural environment system was fundamentally to use the environment resources. But with cultural development the skill and technology of man developed and his roles towards natural environment also changed progressively such as from user through modifier and changed to destroyer of the natural environment.

Journey of primitive man from the period of hunting, food gathering to the dawn of industrial revolution in the late 19th century (1860 A.D.) and with the emergence of science and development of more efficient and sophisticated technology led to reckless and indiscriminate exploitation of natural resources for industrial expansion and urban growth which have altogether created most of the present day environmental and ecological problems of global dimension. (Singh 2004)

This substantial change and shift in the nature and magnitude of man's interactions with the natural environment has given birth to numerous environmental problems. The first destruction of environment started with inadvertent burning of forests. D.B.Botkin and E.A.Keller 1982 said that "fire was one of the first major technological tools used by the human beings to change the environment for their benefit. Indeed, fire has been used around by the world by early people to clear the land for improved travel or hunting or for farming."

Awareness is the sense of what is happening, who is around, what they are doing, what their states of emotion and whether or not they notice you. Social awareness and how they are promoted by digital elements in networked collaborative virtual environment. (Zainura Idrus 2010)

Environmental awareness proves important for several reasons; it fosters a sense of connection to the natural world, promotes sustainable development and encourages conservation of irreplaceable natural resources and vulnerable plant and animal species. Environmental awareness essentially serves as an educational tool, helping people around the world understand the economic, aesthetic and biological importance of preserving resources and reducing or eliminating the harmful impacts of man-made alterations. Environmental awareness or education helps people understand the consequences of human activities on various lands and identifies remedial solutions. This study tries to explain the concept of

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‘environmental technologies’ as a tool for spreading awareness and preserve our rich natural heritage.

A new global agenda to end poverty by 2030 and pursue a sustainable future was adopted unanimously by the 193 Member States of the United Nations (UN) on 25 September 2015. The 2030 Agenda for Sustainable Development (2030 Agenda) is an ambitious agenda framed around 17 Sustainable Development Goals (SDGs) and 169 targets. The SDGs attempt to build on the Millennium Development Goals (MDGs) and achieve what they were not able to accomplish by balancing the economic, social, and environmental dimensions of sustainable development. The focus of these goals is to build sustainable development, democratic governance and peace building, climate and disaster resilience, gender equality, crisis response and development impact.

Literature Survey

In recent years, and particularly since the outcome of the second and third assessment reports of the Intergovernmental Panel on Climate Change (IPCC, 1996) and (IPCC, 2001), it has become clear that global climate change is a scientific reality. An increasing awareness that global climate change will affect water resources has also clearly emerged and this has been reflected in a rapidly growing body of scientific literature.

Dolkar, Jamyang & Dorji, Sherab & Dorji, Tshetrim & Choden, Kinley & Wangmo, Nima & S Patel, Samir. (2013) have done a study on Conservation of the natural environment is a national priority in Bhutan, and the government has developed several policies to help safeguard the environment, though success of the policies requires citizen participation and awareness. numerous agencies have recognized the importance of spreading environmental awareness, but despite the dissemination of information through awareness campaigns and media, no follow up studies have been conducted to determine whether citizen awareness has indeed increased. This case study assessed the level of public awareness of key environmental policies via surveys of citizens throughout Western and eastern Bhutan using questionnaires, as well as interviews of local leaders and key policy makers.

Objective of the Study

This objective of the study is to -

- » To understand the role of technology for spreading environmental awareness.
- » To recommend changes in the modern education system in this digital era by usage of new technology.
- Role of technology for spreading awareness Technology has incredible power to do many things easily. Information can easily and quickly reach to millions in no time. We can use technology in different ways based on our need and type of audience. IT is helping us to understand broad environmental issues and digital tools are playing an important role in global communication allowing us to work together to address environmental issues. There are following ways to spread awareness using technology.
- » By running online campaigns on face book, twitter and other channels.
- » Conduction interactive surveys on tools like survey monkey and Google.
- » Through community radio and Trans-national television programmes.
- » By using Remote Sensing and GIS tools for monitoring at regional levels.
- » By conducting Training programmes on environmental impact assessment and a large number of seminars and workshops on environment and education.
- » Mobile application: A mobile application that allows tracking the ways to protect environment.eg: UNDP’s Sustainable Development Goals.
- » More emphasis should be placed on adult and community education, using both formal and non-formal methods to raise the overall environmental literacy levels
- » By introducing Basic environmental concepts and elements added to existing courses at undergraduate and postgraduate levels, for all students irrespective of their courses
- » Forecasting Weather : Now Casting - News ; Short Range Forecasting – Aviation, Tourism ; Medium Range Forecasting – Agriculture, Irrigation; Long Range Forecasting – Energy Planning, Crop

Planning. Mammoth Observations are required on Spatial and Temporal scales Weather Charts are analyzed using Information Technology Tools and Forecasts are made.

Green IT Initiative by Government of India

IT sustainability is the study and practice of environmentally sustainable IT or computing. This can include “designing, manufacturing, using, and disposing of computers, servers, and associated subsystems efficiently and effectively with minimal or no impact on the environment. Besides IT itself being green, it can support, assist, and leverage other environmental initiatives to achieve energy efficiency and reduce carbon footprint in every walk of life by offering innovative solutions.

In addition to moving itself in a greener direction and leveraging other environmental initiatives, ICT could also help create green awareness by assisting in building communities, engaging groups and supporting education and green advocacy campaigns. The Green IT initiative is Government of India initiative by awarding a project for development of ICT Technologies for smart buildings with low carbon emissions to C-DAC Chennai and C-DAC Bangalore. A project to develop technologies for achieving power optimization in HPC systems has also been initiated at C-DAC Pune.

Suggestions and Recommendations -

The consideration and development of environmental awareness within the world of globalization, and acknowledge of the fact that this development can be even further enhanced by computer aided education is a reality that should be accepted by all now.

- » The implementation of various digital technology and devices in school environment.
- » The development of related knowledge levels and their implementation becomes much easier. Because, the school environments’ high possibility of realizing planned, programmed, and required behaviors is accepted by all experts.
- » The ways to utilize computers and other digital devices in all stages of education and training should be found out and educators should be equipped enough to provide computer based education. To put it in a nutshell, the education system in our country should be enhanced to the contemporary level and be implemented as required by the age in order to adapt to the rapid change being experienced in our country and in the world.

Conclusion -

In an ideal world people live in peace and security, breathe fresh air, drink clean water and eat uncontaminated food. They have healthy life to enjoy, contented and educated society. The reality is however far from this ideal.

There is an alarming and dangerous situation. There is a growing concern about the long-term future, the resources of the planet, the environment and high levels of poverty, which are linked with the spread of disease, social unrest, population growth and environmental degradation. Sustainable development has come to prominence, neither as a sudden fad nor a silly fashion, but rather to bridge the gap between the ideal and real worlds. (Willis 1999)

The digital technologies will work as a force to transform work of conservation scientists, protected area managers and conservation organizations. The need of the hour is to incorporate digital technologies and the concept of 3R in the curriculum of primary to higher education to provide ability to each and every citizen of this planet to contribute in sustainable development.

“You cannot change your future; you can change your habits. And surely your habits will change your future.” Dr.Abdul Kalam

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Role of Ict in Sports

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ABSTRACT

As we all know that in today's world, Technology has its impact on many areas of life. Sports is also not an exception to this. In this paper we will be discussing about the role of ICT (Information and Communications Technology) in sports. ICT helps in data management, data analysis and ensures data accuracy, completeness and availability. The use of digital and social media in sports. ICT helps in sports broadcasting, instant replay, sports video games, smart sportswear, on-field cameras, tracking devices. Thus in recent years technology has had a gigantic impact in sports.

1. Introduction

Sports is becoming popular day by day. It has a wide viewership all over the world. For this the credit goes to ICT. People are emotionally attached to various popular sports. So fair and accurate decision making is very important. Due to popularity of sports, many people are taking sports as their career. The popularity of sports has increased in the past few decades because of ICT. Now-a-days ICT has become almost inseparable from sports. It has become an inevitable part of sports. State-of-the-art technologies are used to optimize performance in sports¹.

ICT in Sports

The most basic functions are storing data used to determine statistics, disclosing the score of a game or uploading pictures for fans to view thorough out a game². ICT plays a major role in managing huge data related to sports. ICT also ensures the completeness and accuracy of data. It helps in predictive analysis and decision supporting. The media channels that broadcast sporting events are now able to use technology to share information at a pace quicker than ever before³. Coverage is available everywhere, all the time.

If someone wants to learn about a particular sports, many online tutorials are also available which can be easily accessed. Various mobile apps related sports are also available. Sports has also become a source of entertainment. People can watch sports on television or other such media from their home or any other place. Through technology people can share their views on a sports event. There are chat lines, newsgroups, discussions etc. Various games can also be played on the computer. It is a good leisure activity for many. Online coaching related to sports is also available. Learners of sports can avail that also.

ICT can be used for data management and Analysis. Also used for statistical purposes. Various statistics can also be maintained like individual, records/landmarks, Today's events etc. The record about potential players can also be fetched any moment like recent performances. Various predictions like outcome, team scores, player timing can be made with the help of ICT. Technology can be used for accuracy by Umpires (runouts, fouls, timing) and replays (Human errors, what-if). Whether to aid players, teams, officials or supporters, technology has become a crucial part of the way we think about and consume sports⁴.

ICT plays a major role in sports broadcasting. It helps to build graphics, automatically switch

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angles and Provide broadcasters with real time data. ICT aids in instant replay. Sports video games are also made with the use of ICT. Smart wearables are becoming popular in sports world like smart watches and headphones. Soon smart shirts and other types of smart fabrics will be widely used. On-field cameras and tracking devices embedded into players shoes, helmets and other gears track players and their statistics in real time⁵. Multimedia technology can be used in the teaching of physical education in colleges and universities. Virtual sports training technology can be used. students can be fully trained by computer for sports without the need of a huge training site⁶.

Technology also plays a crucial role in Sports Training. Virtual build situational training can be used for training purpose. modern bio-mechanics build a virtual context. For example the use of VFW SDK and digital image technology in shooting training. Smart sports equipment are also in trend now a days such as smart tennis racket, smart basketball, smart running shoes, smart watches and others.

Feedback technical equipments are also being used. During the practice, the natural (inherent) feedback information is provided internally through human sense organs. In many sports disciplines video recording and optical tracking are classical methods for providing augmented feedback information for post analysis and terminal feedback⁷.

Assissting the umpires / Referees

ICT plays a great role in assisting umpires/referees to make right decisions with the help of instant replays and high-tech aids. Hawk-eye technology is being used in international cricket and tennis. Hawk-eye is the name of a computer and camera system which traces a ball's trajectory ⁸.

ICT and the Olympic Games

Since the Olympic Games, there has been a dramatic increase in the use of technology around the world. A few technologies that have been used in Olympic games are namely Photography and film, Timing Systems, Scoring systems, gaining an advantage and it goes on.

Fitness and Nutrition Software

Fitness and nutrition goes hand in hand with sports. Various fitness and nutrition softwae packages are available now-a-days like Fat Calculator, Body Tracker, Team Beep Test, FitnessAge, Energy Test, BodyByte.

Sports Apps

There are many apps for mobile phones or tablets that are useful for the field of sport science and for particular sports. Some such apps are namely Fitness Testing Apps and Golf Apps. A few Fitness Testing Apps are Fitness Meter (iphone / ipad), Beep Test App, Yo-Yo Test App, Heart Rate Measurement, VERT Vertical Jump Measurement, Step Test, Speed / Radar etc.

ICT and Professional Sports

There is a strong connection between professional sports and data analytics. physical objects (e.g., bats, gloves, balls or even the floor) are increasingly enriched with sensors that collect data and provide insights to players, coaches, fans and regulators⁹. Some of the Analytical applications are Operational Analytics, Strategic Analytics, Regulation, Fans insights and experience. Various technologies are used in professional sports. Afew such technologies are Digital scoreboards, Virtual Advertisement, Wagon Wheel, Heat Map, Replay Vision, Video Referee, Accusport, Goal Line Technology, HawkEye, Hot Spot, Snickometer, Sports Photography, Kick Off etc.

Conclusion

Looking at the crucial role that ICT plays in sports, Sports and ICT have now become almost inseparable.

Many sports activities are managed with such an ease with the help of ICT. In the future many new technologies will be coming that is going to further ease out many day to day activities related to sports.

ICT has become an integral part of sports and it's going to continue further in the future.

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Impact of Media on Women: An Anthropological Study

Tripti Shukla

ABSTRACT

People in India consciously or unconsciously tend to believe that movies in general, are the reflection of the society. It has been the topic of discussion that the media truly reflect the society or not, there's no doubt that media have a big socio-cultural influence on the society. Over time women in advertisements is concerned, things seem to have only worsened. In most of the recent advertisements a woman is either washing clothes and utensils, cooking, serving food to family members or trying to make her husband feel better who's at that time reading a newspaper or suffering from cold. A woman does all the household chores even when she has a headache or backache. These advertisements arguably encourage sexism. This reinforce the age old belief that a woman is supposed to forgo her own comfort and keep on doing household chores without getting tired. The same has remained true for the soap operas of earlier times and of recent times. Many of these daily soaps shows, a woman has more decision power than their male counterparts, it's very difficult to come across so many such families in real life. Moreover, those women who wear modern clothes, appear very confident more often than the women in saree etc. The present paper tries to portray the image women in the real life. The paper tries to understand the chances made by mass media in status of women in achieving gender equality.

INTRODUCTION

Media is a label that is presently in vogue to account for peoples, activities, norms ideas, goods, services, and currencies that are decreasingly confined to a particular geographic space and it's local¹ and established practices.

The term media is widely used as a short hand for 'Mass Media'. The word media is the plural form of medium. Conceptually, the media are those technological agencies which are engaged in the creation, selection, processing and distribution of messages among the people. As a logical connotation, the mass media deal with the day to day problems of the nation and especially of the general people. It contributes towards the emergence of mass society and mass culture. It has been widely recognized that media can play a substantial role in promoting and disseminating information and are key players in the social and economic development of women. Therefore, media largely reflects the life styles, socialization patterns, participation levels, cultural boundaries, political manoeuvrings, religious manifestations, educational standards, social hierarchy, and of course, society images of any given society. In fact media can play a significant role in either perpetuating or challenging social norms and behaviours that condone violence against women. New media can be a platform for the objectification of women and girls, from everyday hyper-sexualized, one dimensional images of women and girls to overt violence.

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Women's participation, performance in media are the important dimensions of study for the social science researchers of modern time. Because for the empowerment and development of the women section, it is very important to give them proper environment where they can raise their voices against the inequalities and the gender-gap they are experiencing in our male dominated patriarchal

societies. Improving the status of women, in every aspect, is regarded as the only way to eradicate this gender gap and achieving a better quality of life for the women. For this, communication can be regarded as vital way and mass media can play a significant role in shaping social values, attitudes, norms, perception and behaviour. It has been widely recognised that media can play substantial role in promoting and disseminating information among the masses and are regarded as the key players in the social, political and economic development of women. Media can focus all the problems faced by women, these can give a space for women to talk about their rights or freedoms and most importantly media can provide a democratic environment where women can participate, represent their womanhood and in which they will be portrayed positively. A positive portray of women in media is necessary to maintain the real dignity and status of women which will minimise the gap and inequalities between men and women. But if media also become male dominated or play the role as a mere agent to forward this tradition then the whole situation will be against the women where their development and empowerment will not be possible.

Women in Advertisement-

Indian society is socially changed by media but its policy in terms of depicting women image has somehow distorted. More often than not the media depicts women as a sexual object with little value. It sends negative messages about the ways in which women should be treated and constantly degrade status of women in the society. In news and entertainment media, women have frequently been marginalized with minor changes in proportions over the past decade. The female characters often depicted in film and television cast gender stereotypes and the likelihood of women, specifically young women, to be hyper sexualized in film is far more expected than men. In television commercials the trend of sex-role stereotype can be observed where women are mostly given the roles such as not making important decision at home and outside, dependent on men, need men's protection (Courtney and Lockeretz, 1971). The commercials for men's products generally involve women as sex objects (advertisement of deodorant, shaving cream etc.). This type of stereotypical representation of women in media can have a detrimental impact on young girls who identifies themselves with their role model shown in these commercials. Women may perceive the image of a complete housewife stereotype as a cultural directive. In many two wheeler and four wheeler advertisements and an advertisement of E-commerce website of second hand products portrays a kind of greedy and self-centred woman character, which makes a very bad impression to the society. The message conveyed through the media may misguide the adolescents of today to maintain a slim and skinny body image. It may give rise to many health related issued among adolescents girls. Women have been portrayed as men would like to see them- beautiful creatures, submissive mothers of their children, efficient house keepers, but nothing else. Impact of television is more on the young children and adolescents. It may have an adverse impact on the attitude and behaviour of adolescents. The present scenario demands of taking initiative on the part of women in making sure of presenting a positive ideals of both men and women in the society by altering portrayal of damaging stereotypes (Gahulant, 2002).

Women in Print Media –

Print media not only reflects the values prevailing in the society but also provides platform for dialogue and discussions on issues leading to social change (Kumar. P, 1995). No doubt that electronic media broadcast the issue immediately but print media creates a more persistent and lasting effect. It has been observed that women issues generally do not get a chance to come up on the front page, unless they are rape cases, crime, sexual harassment, abuse of women or other atrocities. Even in news on issues related to women they are presented as passive victims or passive reactors to public event in news media. Visibility of women in news is widely covered on some specific days like Mother's Day, Women's Day etc. On other day's news related to women generally occupied with sensational stories of glamour, sex, domestic violence and other forms of violence. Newspapers give place to the news related to rape, crime, politics, scandals, sports and economics, serious debates and discussions on issues

related to women in general are completely missing. The columnists of the newspapers are rarely females. Most of them who find place in the leader pages are political activists or so-called socialites. In vernacular press the depiction of women gets a share only in coloured pages where there is a lot of gossip about actress of T.V. serials or film stars along with some hot pick-up and pinups. Even the photos of sports stars are also provided in a manner that depicts their body attraction. Besides Sunday and Saturday special glossy editions on women's leisure, fashion, beauty and other luxurious news items with erotic photographs are issued from time to time by daily newspapers (Dhar, Pattnaik ;1996). The presentation of women in media has changed the perception of perfection especially among adolescents.

Women in Movies

Movies are made on different spheres like family social drama, romance, religious stories and affairs of family and society. It's the most influencing medium with whom the audience often gets carried away and any immoral interpretation can have unethical impact on the society. The fact cannot be denied that film has brought the change in perception of society to some extent but still there is a dearth of awareness in society regarding the real status of women. There has been a shift in depicting women in film story from dancing around trees, making love with men, taking care of everyone in the house, and bounded to behave like an ideal daughter, wife and daughter-in-law. In the last decades many women role oriented films have come in which women are shown breaking the barriers of stereotypical role such as in "Mardani", "Lajja". Many real life crimes against women are also depicted through movie such as "No one killed Jessica". The films like "Mary Kom" depicts the success story of women. But these kind of movies are so meager that they can be counted on finger and they do not come in the list of crossing 100 crores like a commercial film showing women in songs, dance, in a situation of asking for help and men fighting to protect women. This shows the stereotypical mind set of the audience where they enjoy men and women in their traditionally defined roles. Women are hardly shown as a working unless compelled by the circumstances. She sits at home or show doing shopping even though she is highly educated. Even if shown working then the areas get specified like teachers, lawyers and receptionist. Working women often shown encountering sexual harassment and reinforces masculinity by media (Gallagher1992).

Aims and Objectives

1. To find Media's role in constructing images of women.
2. To study the role of women to portray their own image.
3. To find out the impact of depiction of women in media.
4. To study whether the portrayed image has any relation with the real life.
5. To understand the chances made by mass media in status of women in achieving gender equality.

Literature Review

Bharti and Kumar (2016), told that the major objective of media must be improve the status of women. They are free to declare themselves socially, economically and politically equal to men. There is need to be positive portrayal of women in these print and visual media so offspring will be able to understand and respect their sister, mother, and in-laws and also they will help the women at every field as men are. Visual and print media are readily and easily available to everyone. This is responsibility of these media and society that do not demand and portray such type of image of women before youngster which influence the negatively. As youngsters are the backbone of Indian society they may lead sound and healthy society. No doubt media are the mirror of the any society so it need portray the positive women's image hence it influence the contemporary society and their psychology. Finally, it is concluded that overall effect of the portrayal of women in the visual and print media are to reinforce rather than reduce prejudices and stereotypes. These media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously.

Kumari and Joshi (2015), in the research paper states that media has great impact on the people it can be a dominant medium for advocacy of gender equality and uplifting the present status of women in the society. But unfortunately media is reinforcing stereotyped images of women and their roles in society. The news regarding women is mostly about their hardships and atrocities imposed upon them. It shows the gender insensitivity of media. It has become indispensable that media should take responsibilities of acting as a powerful instrument for bringing social change for women in more favourable terms. Media can be utilized for substituting her traditional passive image imprinted on the mind of the society as a whole with true and positive image of women. The positive and encouraging attitude of society can bring the change in the status of women and to bring that change media's role is very crucial. Priority has therefore necessarily to be given to changing image of women, from a passive onlooker and recipient, to that of a positive doer and achiever.

S. S. Roy (2012), states that globalisation has left deep impact upon the Indian nation. With the passing of time with globalisation there occurred profound changes in economic, cultural, social and political arena. In economic system public sector has been ignored and private sector has been glorified. Open market system and privatisation have become the mantras behind the development of a particular country like India. Competition is going to be a usual thing among the producers of different markets. Everyone is trying to sale their products as soon as possible. So, they are busy with various manipulating activities to sale their products. That's why they are taking the help of advertisements.

According to the writer the companies busy with competition are using the faces and bodies of beautiful women to popularise their products. These producers always producing lots of products every day and there is competition everywhere to become the best seller. For this they are using women in a cheap manner whether necessary or not. For example, they are using women in the advertisements of cigarette, man, s underwear, man's shaving cream etc. They are portraying women wrongly for their own purpose.

Gupta, Sonia (2018), research paper deals with the problems of women in general and focuses on the role of media in women empowerment. It is an attempt to analyse the status of women by analysing various indicators like socio-economic and decision making powers. After independence, Government of India took several initiatives, programmes and policies, apart from constitutional and legal safeguards for the empowerment of women in the country. Reality of Indian society is that there is systematic discrimination and neglect of women's in India, which could be in terms of limited access to education, health and property rights and domestic violence etc. The fear of sexual violence has been a powerful factor in restricting women's behaviour and sense of freedom. The struggle against violence is actually the struggle against the unequal distribution of power both physical and economic between the sexes. Women empowerment in India is still a distant dream. The study is based on primary and secondary sources. The study concludes by an observation that access to education and employment are only the enabling factors to empowerment, achievement towards the goal, however, depends largely on the attitude of the people towards gender equality.

Research Methodology

Any scientific investigation is characterized by its own methodology in terms with the objective of the study. The study primarily use the second hand data which is collected by intensive study using the secondary sources. The research articles are used as the secondary source of data collection. Various internet sites was used for research interest.

Analytical method

An analytical method is that where a researcher has to use facts or information which are already available and analyse these to make a critical evaluation of the material. In the present study the available data on Media is critically analysed.

Analysis

Women, in Indian society, are traditionally expected to confine themselves to domestic

environment and play a passive role as daughters, daughters-in law, wives and mothers. In fact social upbringing plays an important role in generating inequalities between men and women, which plays an important role in generating and sustaining gender inequalities.

Media is the mirror of society and media reports are reflection of happenings in the society. Communication is extremely important for women's development and mass media play significant role. It is to be noted that growth of women's education and their entry into employment has contributed to the growth of media.

The role of Media is very important to accelerate women empowerment which will lead to economic empowerment of women. Mass Media could also make a strong contribution, with the implementation of media campaigns, to the dissemination of the concept of gender equality. If people see in the media the overcome of the differences between men and women will bring him back into everyday life. The Mass Media have always unconsciously affected and influenced the thinking and behaviour of society. Media should focus success stories of established, successful and renowned women. In spite of indecent representation of women. As an important agent of socialization shaping of gender roles, its mechanisms for checks and balances with respect to gender need to be strengthened. The media should enable projection of women in a decent and dignified way and promote respect and dignity to women avoiding negative portrayal of women. The media professionals need to be sensitized on gender issues and a system of rewards may be developed for those who are able to portray women in positive manner. Likewise, stringent punitive action should be taken against those who defy the norms. New innovative decent presentation of women, based on Indian culture and society through media must be introduced. A strong legislative effort coupled with a wide spread social awareness with morality and ethics is needed to fight this menace so that women are not perceived as a commodity but as individual with right and dignity.

Conclusion

Women, who constitute half of the population, need particular attention of the media not only to raise the issues related to them but also to show their achievements, success stories and their struggle towards their dream of creating a sense of self respect, self-reliance, economic independence and equality in status with men. During the last two decades, proliferation of women in developmental research is remarkable but there is still a dearth of researches inquiring the sensitivity of media towards presentation of women in their content. Today's adolescents are most of the time exposed to one or other kind of media and they learn through identifying themselves with their role model, most often the characters shown in news, films and serials. On the backdrop of this the present study has been taken to find out the perception of adolescents regarding how women are portrayed in the media and whether it has any relation with the real life characters.

In fact media can play a significant role in either perpetuating or challenging social norms and behaviours that condone violence against women. New media can be a platform for the objectification of women and girls, from everyday hyper-sexualized, onedimensional images of women and girls to overt violence.

None of these women were self-defining, powerful characters who decided for themselves and chose for themselves. They were always deciding and choosing and doing as per the norms and values of family, culture and society. In this sense, a hero who smoked and went to a cabaret dance was still a pure man, but a heroine who by choice dressed in a sexually attractive fashion (wore revealing attire), or a vamp to whom the hero goes to satisfy his desires were all not as he point of this analysis is not to argue that women should not be objectified or that it is immoral for women in films to expose their bodies. These are personal choices made by actresses and directors. However, the way this exposure and exhibition of sexuality is portrayed on screen has an undercurrent, which carries messages to the audience, reinforcing further, the pre-existing stereotypes in society, adding strength to the vicious cycle do films lead to socio-cultural stereotypes or do these stereotypes find their way into films.

Thus, it can be concluded that overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereotypes. The mass media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously and bring out such image of women who are inspiring and bringing them out of the sexuality.

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A Study on Nutritional and health Status of Elderly living in Residential Homes aged 60+

Rita Bakshi

Isha Sachdeva

ABSTRACT

The present Study was conducted to assess the nutritional Status of elderly living in residential homes. Use of ICT among seniors is increasing day by day. There are various studies on the use of ICT with seniors in improving their nutritional and health status. Old age consists to ages nearing or surpassing the life expectancy of human beings, and is thus the end of human life cycle. Ageing is associated with the decline in number of physiological function that can affect nutritional Status, including reduced lean body mass, change in cytokine and hormonal levels, delayed gastric emptying, change in fluid electrolyte regulation, and diminished senses of smell and taste.

In this present study 50 respondents were selected from Modinagar City. The sample population was selected by simple purposive random sampling method. Questionnaire comprising of definite, concrete and well defined question were used for collecting the information regarding their nutritional status, nutritional assessment, health conditions and health check-up information's of elderly. The data collected was coded and tabulated. The results show the dietary intake of home based elderly people was high. Simultaneously nutritional knowledge of elders living in home higher is quite good. Nutritional Status was higher of home based elderly people. Nutritional and overall care of elderly living in homes was better.

INTRODUCTION

Ageing is an ongoing process, part of the cycle which begins at conception and end with death. Old age is the age of retirement, and there are some combined effects of ageing, social changes and disease are likely to cause a downfall in the health.

Old age consists to ages nearing or surpassing the life expectancy of human beings, and is thus assumed as the end of the human life cycle. Ageing is associated with a decline number of physiological functions that can affect nutritional status, including reduced lean body mass, changes in hormonal levels, delayed gastric emptying, changes in fluid electrolyte regulation, and diminished senses of smell and taste. Pathological causes such as chronic illness, depressions, meditation and social isolation can all play a role in nutritional inadequacy.

Old people often have limited regenerative abilities and are more susceptible to disease, syndrome and sickness than younger adults. The organic process of ageing is called senescence (the medical study of the ageing process is called gerontology, and the study of disease that afflict the elderly is called geriatrics. The elderly also face other social issues around retirement, loneliness and ageism. The chronological age denoted as "old age" varies culturally and historically. Thus old age is "a social construct" rather than a definite "biological stage".

After age 60 years there are many metabolic and physiological changes in elder's ability to balance food intake and energy needs. Moreover physical activity decreases with ageing in results in overall lower caloric intake and to reduced intake of essential nutrient.

Methodology

Most fundamental step in research is to develop a systematic planning. After the problem of

research the main objective has been started in pin pointed waytgrs nxe, the next step is to formulate appropriate design.

The research design is to plan, structure and strategy of investigation conceived so as to obtain answer to the question of research and also to help investigation to control extraneous and error variance. It include the method used to be analyse the data.

The research design used in the study was cross sectional survey research design.

SAMPLING SELECTION

The purpose of study was to apply the conclusion for universal application. It was difficult to study the whole population hence we need to select the small group. Purposive random sampling technique has been used in this study to select the sample.

SAMPLE SIZE

A total of 50 elderly subjects having aged over 60 years were selected at purposive random basis for the study were selected from Modinagar and Meerut city.

LOCALE OF STUDY

The present study was conducted in Modinagar city.

PERIOD OF STUDY:

The study has been out carried between the month of September 2018

TOOLS FOR DATA COLLECTION:

The nutritional status of subject has been studied under following heads:

- A. Structured questionnaire cum interview was used to study the samples
- B. 24 hours dietary recall method

QUESTIONNAIRE CUM INTERVIEW SCHEDULE

Survey method was used in this to judge the nutritional status of elderly living in homes and old age homes. Structural questionnaire was prepared to fulfill the objective of study.

Questionnaire method widely used to acknowledge the nutrition status of elderly. To determine assess and nutritional status of elderly the question was divided into six sections. The interview schedule was divided into six sections. The first section included questions regarding general information of the respondents. The second section included questions pertaining to general feelings of old age people to happiness, loneliness, depression, security, insecurity, different moods. The third section included questions regarding social relations of old people with friends, relatives and family members and the fourth section included questions regarding the personal interests and hobbies of old age people

- a) General information
- b) Dietary habits of elderly
- c) Economical information
- d) Awareness information
- e) Health conditions of information
- f) Health check-up information
- g) Anthropometric measurements
- h) Bio-chemical tests
- i) Clinical examination
- j) Dietary survey

(a) The interview cum questionnaire schedule was divided into four sections. The first section included questions regarding general information of the respondents. The second section included questions pertaining to general feelings of old age people to happiness, loneliness, depression, security, insecurity, different moods. The third section included questions regarding social relations of old people with friends, relatives and family members and the fourth section included questions regarding the personal interests and hobbies of old age people

ANTHROPOMETRIC MEASUREMENTS: Anthropometric evaluation is an important feature of geriatric nutritional evaluation for determining malnutrition, being overweight, obesity, muscular mass loss, fat mass gain and adipose tissue redistribution. Anthropometric indicators are used to evaluate the forecast of chronic and acute diseases, and show the way to medical intervention in the elderly. Standard techniques and appropriate landmarks were followed to measure the anthropometric dimensions. Height was taken with the help of an measuring tape. The weight of the subject was taken by a portable weighing .The body mass index (BMI) was calculated from the collected height and weight data by a standardized method

- » BMI=Weight (kg) / Height² (m)
- » Mid upper arm circumference (MUAC),
- » Waist circumference and
- » Hip circumference was taken with the help of measuring tape.

Bio chemical tests: Various diseases can be possible to find in elderly subjects like diabetes, cardiovascular disease (hypertension) nutritional anaemia. To find out the values serum iron, blood pressure and random blood glucose calculated. Through the help of these values preventive measures will be taken the respondents.

Clinical signs: Clinical signs which are indication of nutritional deficiency are observed during the clinical examination of elderly study population. The various deficiency diseases can be possibly find out by only seeing the respondents.

B.) DIETARY METHOD:

The nutritional intake of elderly was assessed through dietary survey using 24 hour recall method. The nutritional value of these diets comparisons of energy, protein, carbohydrate and fat calculated by using the book nutritive value of GOPALAN. The average nutrients intake per day consumed was calculated and then compared with recommended dietary allowances by ICMR.

STATISTICAL TOOLS USED FOR ANALYSIS OF DATA :

In order to classify the data it was transferred to coding sheets purposed for classification of data in concise, intelligent and logical form.

1. Express the complex, scattered haphazard data in concise intelligence and logical form.
2. Classify and emphasis the point of simplification and dissimilarity in data obtained.

CODING:

It is an operation by which data is organized into classes and code is given to each them according to category in which they fallen.

The purpose of this study:

- a) To save time and space.
- b) To make it easier for shorting code for tabulation the information

INSTRUCTION FOR SCORING:

The scoring of this inventory is very simple which can be scored simply counting the number to correct answers mark by each individual.

The answer to each question is noted down in the table. Each questions are divided into yes and no. Yes scored as 1, no scored as 0. The scoring procedure will be followed as 1, 0.

STASTICAL ANALYSIS:

The base line data was subjected to simple statistical analysis of mean, standard deviations and test of significance (t-test) was done to find out the equality of means.

The present has conducted on assessment of nutritional status of elderly. The sample of study consisted of 100 respondent. The result of the respondent in this section.

RESEARCH FINDINGS AND DISCUSSION

The collected information were tabulated, statistically analyzed and discussed below

Table 1.1

BMI CALCULATION OF THE RESPONDENTS (n=100)

BMI	Elderly living in Homes	% Homes
Under weight	17	35
Normal weight	20	40
Over weight	10	20
Obese	3	6
Total	50	

Table 1.1- 35% of respondents are underweight in homes while 40% of respondents are normal weight in homes and 20% of respondents are overweight in homes along with this 6% of respondents are obese in homes.

BMI Calculations

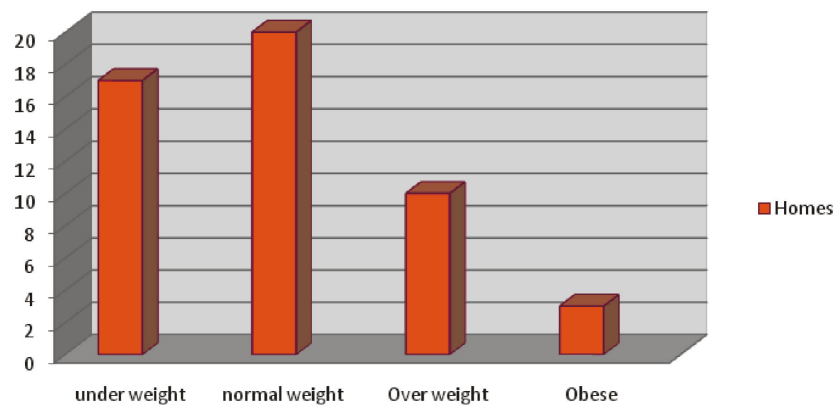


Table No. 1.2

Types of Diet taken by the respondents (n=50)

Types of Diet	No. of Elderly in Homes	% Homes
Soft diet	17	34
Semi-solid diet	23	46
Solid diet	10	20
Liquid diet	0	0
Total	50	

Table No. 1.2 reveals that 34% of respondents taking soft diet in homes, while 46% of respondents taking semi-solid diet in homes and 20% of respondents take solid diet in homes and none of the .

Figure No. 1.2

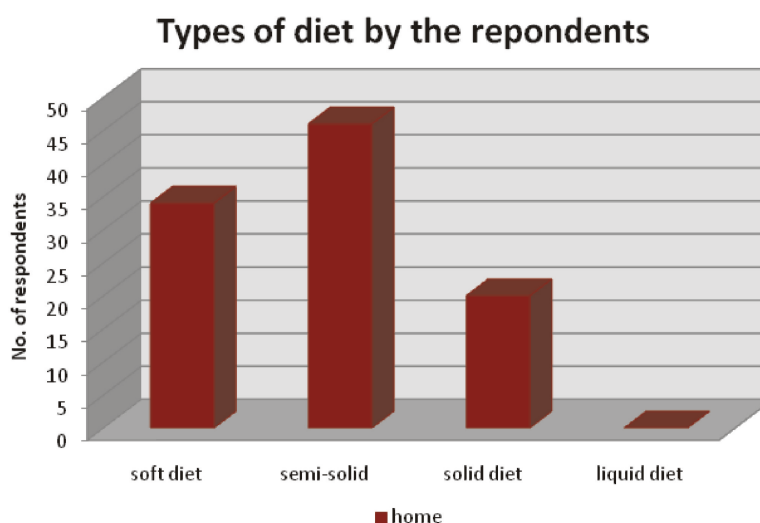


Table No. 1.3
Consumption of fried food taken by the respondents(n=50)

No. of Consumption of fried foods	No. of Elderly in Homes	% Homes
Soft diet	33	66
Semi-solid diet	7	14
Solid diet	6	12
Liquid diet	4	8
Total	50	

Table no. 1.3 reveals that 66% of respondents take fried foods 7 or more times per week in homes, while 14% of respondents gave preference to fried foods 5-6 times per week in homes. 12% of respondents consumed fried foods 2-4 times per week in homes and 8% of respondents consumed fried foods 0-1 times per week.

Consumption of fried food taken by the respondents

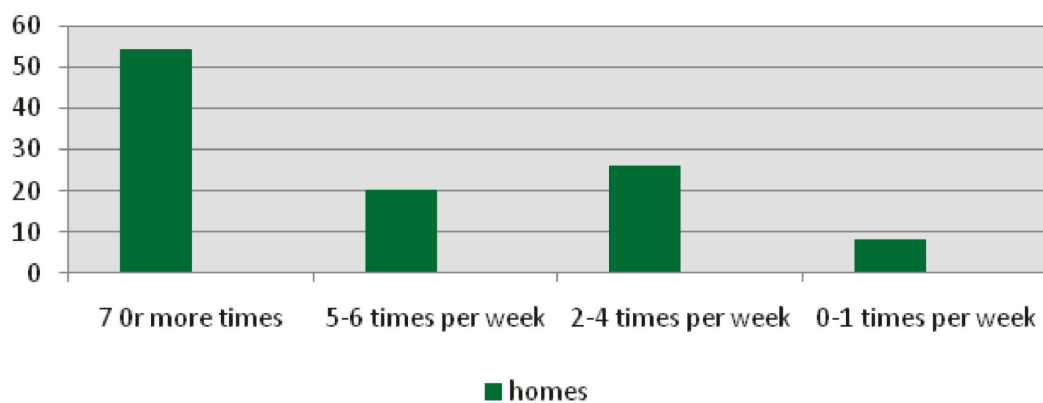


Table No. 1.4
Consumption of green vegetables taken by the respondents(n=100)

Green Vegetables	No. of Elderly in Homes	% Homes
Cabbage	16	32
Cauliflower	10	20
Broccoli	8	16
Spinach	9	18
Fenugreek Leaves	7	14
Total	50	

Table no. 1.4 reveals that 30% of respondents consume cabbage in homes. While 20% of respondents consume cauliflower in homes and 16% of respondents consume broccoli in homes. 18% of respondents consume spinach in homes. While 14% of respondents consume fenugreek leaves in homes.

CONCLUSION

It was concluded that dietary intake of home based elderly people was quite higher. Simultaneously nutritional knowledge of older people living in home was higher. Nutritional status was also higher in home based elderly people. Care of elderly living in homes was found better. Nutritional needs of the older individual living in old age homes are faced by specific health problems and related organ system compromise; an individual's level of activity, energy expenditure, and calorie requirements rather than living in homes. The further study will continue along with the comparison of elderly living in old age homes which will highlight the comparison of nutrition and health status of elderly living in old age homes and residential homes and along with the use of ICT tools they have a positive impact on everyday routine life of the elderly. The use of ICT will improve the overall health, social outlook; maintain quality of life and self reliance, thus contributing to independent, varied and safe lifestyle.

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सूचना प्रौद्योगिकी एवं साहित्य

कनक लता

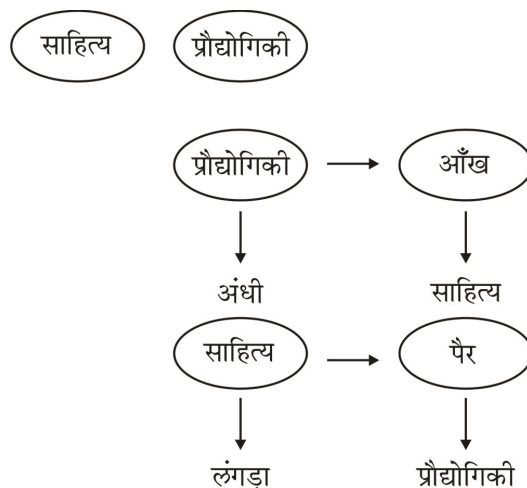
सारांश

सूचना ही शक्ति है और यही सूचना जब तकनीकी के माध्यम से आने लगे, तो इसकी ताकत कई गुना बढ़ जाती है। इक्कीसवीं सदी में किसी भी राष्ट्र के विकास की गति का प्रमुख आधार सूचना प्रौद्योगिकी जैसी महत्वपूर्ण तकनीकी उपलब्धि पर टिका हुआ दिखाई देता है। भारत जैसे विशाल देश जो विश्व में बड़ी अर्थव्यवस्था के रूप में उबरने की सम्भावना लिए हुए हैं, उनके विकास को अपेक्षित गति देने के लिए सूचना प्रौद्योगिकी का साथ देना अपरिहार्य है। इससे न केवल वैश्विक लक्ष्यों को पूरा किया जा सकेगा। घरेलू मोर्चे पर भी सामाजिक आर्थिक चुनौतियों का हल तलाशा जा सकेगा। इसी निहितार्थ के उद्देश्य से भारतीय प्रधानमंत्री ने डिजिटल इंडिया का लक्ष्य लेकर डिजिटल इंडिया कार्यक्रम की शुरुआत की और कहा है कि इससे समावेशी विकास, इकोफ्रेण्डली और तीव्र विकास को अपेक्षित गति मिलेगी। सूचना और संचार की प्रौद्योगिकी जहां हमारी जानकारी की क्षुधा को शांत करता है, वहीं संपर्कों का सघन ताना-बाना बुनने में भी सहायक सिद्ध होता है। यकीनन, यह अथाह सागर है जिसे अब सीमा में बांध पाना मुश्किल है। इससे कोई क्षेत्र अनछुआ न रहा तो भला साहित्य भी इससे प्रभावित हुआ।

साहित्य और प्रौद्योगिकी की जोड़ी एक अन्धे एवं लंगड़े व्यक्ति की जोड़ी के समान है, जो एक दूसरे के साथ पारस्परिक सामंजस्य एवं सहयोगी भाव से अपने वाञ्छित ध्येय की दिशा में आगे बढ़ते जाते हैं।

इस प्रकार की विद्या से लोकमंगल की भावना को साधने का प्रयास हमें साहित्य एवं प्रौद्योगिकी की जोड़ी में दिखाई देता है। चूंकि दोनों का उद्देश्य मानव जीवन के कल्याण को तुष्ट करता है अतः दोनों एक-दूसरे के स्वाभाविक सहयोगी बन पड़े। साहित्य मनुष्य की विचारधारा का प्रतीक है साहित्यकार केवल विचार देता है। वैज्ञानिक उसी विचार को मूर्त रूप देता है। क, ख, ग, को लिपिबद्ध करना साहित्य का नहीं बल्कि प्रौद्योगिकी का काम है। प्रौद्योगिकी के ही कारण आज सभी साहित्यिक संसाधन घर पर ही उपलब्ध हैं। कागज का आविष्कार तकनीकी की ही सहायता से सम्पन्न हुआ। विचारों को जैसे जैसे तकनीकी का साथ मिलता गया, वैसे ही वे फैलते गए। यदि कलम, दवात, लिपि, कागज का आविष्कार नहीं हुआ होता तो क्या हम अपने विचारों को संचारित कर पाते। कम्प्यूटर साहित्य के लिए एक क्रान्ति का काम करता है। तकनीकी ने साहित्य की उपादेयता को बढ़ाया, उसने साहित्य का विकेन्द्रीकरण किया।

असिस्टेंट प्रोफेसर, संस्कृत विभाग कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर



कोई भी साहित्य यदि सत्यम् शिवम् सुन्दरम् पर कार्य करे तो साहित्य अपनी मर्यादा के अनुरूप लोक कल्याणकारी दिशा में प्रवर्तित होता रहेगा। यदि तकनीकी साहित्य का साथ छोड़ देगी तो वह अपने मूल उद्देश्य से परिवर्तित हो जाएगी। दोनों का मूल उद्देश्य मनुष्य का कल्याण है। यदि भविष्य में साहित्य और प्रौद्योगिकी एक दूसरे का साथ देते रहे तो दोनों के समन्वय द्वारा मानव जीवन को सरल बनाया जाना अधिक सम्भव होगा। भारत सरकार द्वारा चलाये गये अभियान डिजिटल इंडिया से साहित्य को काफी लाभ पहुंचा है। प्रेमचन्द्र के उपन्यास गोदान 20 कि.मी. लाइब्रेरी से पहले ही घर पर ही कम्प्यूटर पर उपलब्ध हो जाता है। डिजिटल इंडिया ने भारत के महाशक्ति बनने की उड़ान में नई तकनीक के पंख लगा दिए हैं।

डिजिटल इंडिया के 9 स्तम्भ

1. ब्राइडैण्ड हाइवेज
2. सबकी फोन तक पहुंच
3. सार्वजनिक इन्टरनेट एक्सेस प्रोग्राम
4. ई-गवर्नेंस
5. ई-क्रान्ति
6. सबको सूचना
7. इलेक्ट्रॉनिक्स निर्माण में शून्य आयात
8. नौकरियों के लिए
9. अर्ली हार्वेस्ट प्रोग्राम

प्रौद्योगिकी साहित्य के उन अनेक बाधाओं को दूर कर रही हैं, जो ग्रामीण साहित्य को प्रसारित होने नहीं दे रहा। ग्रामीण व पर्वतीय दुर्गम्य स्थानों के साहित्य भी आज सर्वोपलब्ध हो गए हैं। डायरेक्ट टू डिवाइस प्रौद्योगिकी साहित्य में रुचि रखने वाले विद्यार्थियों के लिए अपनी मर्जी से कहीं भी अच्छी शिक्षा प्राप्त कर इस क्षेत्र में आगे बढ़ सकते हैं।

अतः साहित्य और प्रौद्योगिकी वर्तमान परिवेश में एक दूसरे के लिए अपरिहार्य बन गए हैं। मानव-जीवन का परिष्कार उसका भौतिक व आर्थिक विकास इस सम्बन्ध का सुखद परिणाम है अपने इतिहास से लेकर भावी सम्भावनाओं के नजरिए ने इसकी उपादेयता को अधिक समावेशी, तीव्रगामी व कल्याणोन्मुखी बनाने की दिशा में प्रगतिशील प्रयास किया है और ऐसे में साहित्यकार और प्रौद्योगिकीकर्ता दोनों साधुवाद के पात्र हैं।

संदर्भ

1. कुरुक्षेत्र वर्ष 63 अंक-10
2. ऑनलाइन एजुकेशन इन इंडिया: 2021 के पी एमजी रिपोर्ट।
3. प्रो. अजामिल इंटरनेट पर बढ़ती लोकप्रियता।
4. प्रतियोगिता दर्पण अंक-3 वर्ष 2015
5. भारत परिदृश्य एक अध्ययन।

आहार एवं पोषण विज्ञान में जैव सूचना विज्ञान एक पथ-प्रदर्शक के रूप में

रेखा श्रीवास्तव

सारांश

जैव सूचना विज्ञान मानव से सम्बन्धित विज्ञान है। जिसमें जैविक और कम्प्यूटर दोनों का समावेश होता है। जैव सूचना विज्ञान पोषण स्वास्थ्य और बीमारी के उपचार में अपनी महत्वपूर्ण भूमिका निभाता है। जैव सूचना विज्ञान तकनीकी के योगदान से पोषण अनुसंधान काफी लाभ उठा सकता है और चिकित्सा विज्ञान के लिए भी यह एक वरदान के रूप में साबित हो सकता है। वर्तमान समय में जैव सूचना विज्ञान मनुष्यों के आहार पोषण तथा जीवनशैली के आन्तरिक स्वरूपों का अध्ययन करके इसके वास्तविक रूप को सामान्य जन के समक्ष प्रस्तुत करता है। इसकी समस्याओं का समाधान भी जैव सूचना विज्ञान द्वारा ही किया जाता है।

बायोइंफार्मेटिक्स (जीवसूचना विज्ञान) जीव विज्ञान का एक नया क्षेत्र है जिसके अंतर्गत जैव सूचना का अर्जन, भंडारण, संशोधन, विश्लेषण वितरण व्याख्या आदि कार्य आते हैं। इसके माध्यम से खासतौर पर किसी पौधे के जींस में किस प्रकार से परिवर्तन करना, जानलेवा बीमारी के लिए उत्तरदायी जींस समूह का पता करना औषधि निर्माण में सहायता आदि में किया जाता है पाउलिन, होगोवेन और बेन हेस्पर ने वर्ष 1978 में जैव सूचना विज्ञान की स्थापना के बारे में जैव सूचना विज्ञान की स्थापना के बारे में विचार किया और दुनिया के सामने बायोइंफार्मेटिक्स विषय लाया।

इसके माध्यम से जीव खोजना जीनोम असेंबली, ड्रग डिजाइन ड्रग डिस्कवरी, प्रोटीन स्ट्रक्चर एलाइनमेंट, प्रोटीन स्ट्रक्चर प्रिडिक्शन आदि क्षेत्रों में इसका प्रयोग किया जा रहा है। इनका लक्ष्य श्रृंखला संरचना साहित्य तथा अन्य बायोलॉजिकल आंकड़ों में छिपी जैविक सूचनाओं को ऊपर उठाने के लिए उपयोग में लाना है।

पिछले दो दशकों में जीवन विज्ञान प्रौद्योगिकी में क्रांतिकारी विकास हुआ है। पोषण विशेषज्ञों के पास जब डी.एन.ए, आर.एन.ए. प्रोटीन कम आणविक वजन मेटाबोलइट्स के विश्लेषण के साथ-साथ जैव सूचना विज्ञान डेटाबेस प्राप्ति के लिए उन्नत पद्धतियाँ हैं। जैव सूचना विज्ञान ने प्राद्योगिकियों से जुड़े अध्ययनों में प्रयोगात्मक विविधता के विभिन्न स्रोतों पर प्रकाश डाला। इसके अलावा अध्ययनों और योजना बनाने और जटिल डेटा का विश्लेषण करने के लिए पोषण विशेषज्ञों और अन्य जैव चिकित्सा वैज्ञानिकों के लिए दिशानिर्देश प्रदान किया। उचित सांख्यिकीय विश्लेषण से मनुष्यों और जानवरों (मोटापे, मधुमेह हृदय रोग, कैंसर, उम्र बढ़ने और इंट्राय्यूट्रिन भ्रण मंदता सहित प्रमुख पोषण संबंधी समस्याओं को हल करने में महत्वपूर्ण योगदान करने की उम्मीद है।

अस्सिस्टेंट प्रोफेसर, गृह विज्ञान विभाग कॉलेज ऑफ एजुकेशन बालिका बिलासपुर, ग्रेटर नोएडा (उ. प्र.)

जैव सूचना विज्ञान पोषण, स्वास्थ्य अनुवांशिक पूर्वाग्रह और बीमारी में एक महत्वपूर्ण भूमिका निभाता है। चयापचय विकारों के प्रभावी रोकथाम और उपचार के लिए कोशिका चयापचय और कार्य पर पोषक तत्वों और अन्य आहार घटकों के कार्यों के लिए जिम्मेदार आणविक तंत्र के बारे में एक या एक बहुत कम जीन की अभिव्यक्ति का विश्लेषण एक समय में होता है। इस दृष्टिकोण ने पोषण उपयोग के लिए प्रमुख नियामक मार्गों की खोजों पर महत्वपूर्ण निष्कर्ष निकाला है। इसके लिए जीन के पूर्व ज्ञान की आवश्यकता होती है क्योंकि अधिकांश जीन अलगाव में काम नहीं करते हैं इस प्रकार पोषण विशेषज्ञों को सेलुलर और आणविक तंत्र को परिभाषित करना चुनौतीपूर्ण कार्य होता है जो आहार पोषक तत्वों के पाचन, अवशोषण और चयापचय को नियंत्रित करते हैं। मानव माउस, चूहे और खमीर समेत कई प्रजातियों के जीनोमों के अनुक्रमण के हालिया समापन के साथ अब हमारे पास जीन के बीच जटिल पहचान करने के लिए उपयोगी उपकरण हैं।

सांख्यिकी विश्लेषण (जिसे परिवर्तननीयता वाले डेटा से वैज्ञानिक संदर्भ बनाने की प्रक्रिया के रूप में परिभाषित किया गया है) ऐतिहासिक रूप से पौष्टिक विज्ञान को आगे बढ़ाने में एक अभिन्न भूमिका निभाई है। इस उपकरण में जीनोमिक्स, प्रोटीमिक्स और मेटाबोलिक्सेस अध्ययन से उत्पन्न बड़े जटिल डेटा सेट का विश्लेषण, करने के लिए सिस्टम जीव विज्ञान युग में तेजी से महत्वपूर्ण भूमिका निभा रहा है विशेष रूप से रिवर्स-ट्रांसक्रिप्शन (आर.टी.आर.) के साथ-साथ माइक्रोएरे, प्रोटीमिक्स और अन्य जैव सूचना विज्ञान अध्ययनों के आंकड़ों के विश्लेषण के लिए विभिन्न सांख्यिकी मॉडलों की आवश्यकता होती है। सांख्यिकी विश्लेषण का मुख्य उद्देश्य पोषण विशेषज्ञों और अन्य जैव चिकित्सा वैज्ञानिकों के लिए पर्याप्त रूप से योजना बनाने और संचालन करने और माइक्रोएरे, आर.टी-पी.सी.आर, प्रोटीमिक्स और अन्य जैव सूचना विज्ञान अध्ययनों से जटिल डेटा का विश्लेषण करने के लिए दिशानिर्देश प्रदान करना है। जब भी एक नया फलू तनाव उभरता है और दुनिया को घेरने की धमकी देता है तो स्वास्थ्य अधिकारियों और चिकित्सकों को वायरस, दावा संवेदनशीलता और टीका प्रभावकारिता सहित नए वाइरस की विशेषताओं को जानने की आवश्यकता होती है। हाल ही में स्वाइनफ्लू महामारी 2009 एक उत्कृष्ट उदाहरण है जिसमें कम्प्यूटेशनल विधियाँ न केवल प्रारम्भिक आणविक चरित्रकरण में महत्वपूर्ण सहायता प्रदान कर सकती हैं बल्कि वाइरस के कभी भी चल रहे विकास का पालन करने के लिए उपयोगी है।

सूचना विज्ञान का पोषण विज्ञान में महत्व

अन्य जीवन विज्ञान की तरह पोषण विज्ञान जैव सूचना विज्ञान की तकनीकों से काफी लाभ उठा सकता है। पोषण अनुसंधान में जैव सूचनात्मक दृष्टिकोण के पूर्ण मनकी करने के दीर्घकालीन लक्ष्यों और सभी के प्रवासन के लिए लंबी अवधि के लक्ष्यों के लिए तत्काल विज्ञापन परिभाषित प्रारूपों में डेटा उपलब्ध कराने के शार्टरेंज लक्ष्य से रेखांकित किया गया है। डेटाबेस में प्रयोगात्मक डेटा इस नए प्रतिमान में पोषण शोधकर्ताओं के लिए क्या संभव होगा इसके कई उदाहरण वर्णित हैं। आखिरकार पोषण डेटा को मौजूदा अनुमानों को पुनर्निवेशित करने नई परिकल्पना उत्पन्न करने के लिए लगातार पुनःनवीनीकरण किया जा सकता है जो मूल प्रयोगों के समय कल्पनाशील नहीं होता प्रयोगात्मक डिजाइन का मानकीकरण और पोषण डेटा को मशीन-पठनीय प्रारूप में बदलने से पोषण अनुसंधान में पुनर्जागरण होना जिससे जांचकर्ताओं की अनावश्यक पोषक तत्वों और खाद्य घटकों के प्रभावों की खोज करने की क्षमता बढ़ जायेगी और जटिल चयापचय इंटरैक्शन के अध्ययन को सक्षम किया जाएगा।

भारत में जैव सूचना के क्षेत्र में चल रही पूर्ण परियोजना / प्रमुख उपलब्धियाँ

- * एडवांसड कम्प्यूटिंग विकाश केन्द्र पुणे में जैव सूचना विज्ञान संसाधन और आवेदन सुविधा चरण।
- * जैव सूचना विज्ञान और एप्लाइड जैव प्रौद्योगिकी, बंगलौर में प्रोटीन और आर.एन.ए. के अनुक्रम सहेखण के लिए नोबल एल्गोरिदम।
- * आई.आई.टी. दिल्ली में वेब सक्षम प्रोटीन स्ट्रक्चर प्रीडिक्शन सॉफ्टवेयर का विकास।
- * आई.बी. एबी बंगलौर में मादा प्रजनन प्रणाली के लिए विशिष्ट जीन की एक्सप्रेशन पैटर्न की भाविष्यवाणी के लिए सॉफ्टवेयर का विकास।
- * जैव प्रौद्योगिकी केंद्र के एन कृषि विश्वविद्यालय जबलपुर का प्रोटीन 3D संरचना की लिगैंड बाइंडिंग साइट को पहचानने के लिए सॉफ्टवेयर टूल का विकास।
- * राष्ट्रीय वानस्पति अनुसंधान संस्थान लखनऊ में भारतीय वनस्पति बागवानी नेटवर्क।
- * एयू-केबीसी अनुसंधान केंद्र अन्न विश्वविद्यालय चेन्नई में बैक्टीरियल जीनोम और हाइड्रोजन प्रोडक्शन पाथावे में काल्पनिक जो आर. एफ. की पहचान के लिए जैव सूचना विज्ञान दृष्टिकोण।
- * कैंसर विरोधी खोज राजीव गांधी जैव प्रौद्योगिकी केंद्र तिरुवनंतपुरम में प्रकृतिक उत्पादकों में समृद्ध रसायनिक प्रयोगशालाओं की वर्चुअल स्क्रीनिंग।
- * जैविक प्रणालियों के उत्तेजक चरण के वर्णन के लिए सूक्ष्मवाद दृष्टिकोण का विकास : जे.एन.यू. नई दिल्ली में।
- * सी-डैक पुणे में उच्च, प्रवाह क्षमता जीनोम विश्लेषण के लिए कम्प्यूटेशनल कार्यवाह का विकास।
- * आई.बी.ए.बी. बंगलौर में महत्वपूर्ण स्तनधारी ऊतकों के लिए विशिष्ट जीन एक्सप्रेशन डेटाबेस और प्रमोटर प्रीडिक्शन प्रोग्राम का विकास।
- * अतः विषयी विज्ञान और प्रौद्योगिकी राष्ट्रीय संस्थान तिरुवनंतपुरम में जैविक सिमुलेशन के लिए एजेंट धावकाल परिवेश का विकास।
- * जैव प्रौद्योगिकी और जैव सूचना विज्ञान विभाग, नार्थ ईस्टर्न हिल विश्वविद्यालय शिलांग में मेघालय में माइक्रोवियल समुदाय का तुलनात्मक विश्लेषण।
- * भारतीदासन विश्वविद्यालय तिरुचिरापल में टविलटाइ जर्सेन अनुक्रम एनोटेशन टूल का विकास।
- * आई.आई. ससी, बंगलौर में जीनोम और प्रोटीन क्रम में विभिन्न दोहरावों का पता लगाने के लिए इंटरनेट कम्प्यूटिंग सॉफ्टवेयर।
- * राजीव गांधी जैव प्रौद्योगिकी केंद्र तिरुवनंतपुरम में टाइप 3 पोलिकेटाईड सिंथेसिस प्रोटीन संरचनाओं के डेटाबेस का विकास।
- * कृषि जैव सूचना विज्ञान संवर्धन कार्यक्रम।
- * जे.एन.यू. में लक्ष्य आधारित-फार्माकोर दृष्टिकोण का उपयोग करके नोबल मलेरिया रोधी औषधि का निर्माण।
- * हब प्रोटीन की भविष्यवाणी करने वाला वेब सर्वर।
- * औषधि शिक्षा एवं अनुसंधान संस्थान पंजाब में उपकोशिकीय स्थानीयकरण की सिलिकों प्रीडिक्शन में।
- * भारतीय विश्वविद्यालय कोयंबटूर में प्रोटीन कीनसिस रिलेशनशिप और पाथवे की टेक्स्ट माइनिंग और डेटा वेयर हाउसिंग।
- * आई आई टी गुवाहाटी में पूर्वोत्तर के जिंगीबेरासीय में डी.एन.ए. बारकोडिंग आधारित जैव विविधता सूची।

- ★ चाय अनुसंधान संगठन असम में चाय जैव सूचना विज्ञान पर पूर्वोत्तर परियोजना।
- ★ नॉर्थ ईस्टर्न हिल विश्वविद्यालय शिलांग में पूर्वोत्तर भारत के माइक्रोबियल डेटाबेस का विकास।
- ★ पूर्वोत्तर परजीवी जानकारी और विश्लेषण केंद्र नार्थ ईस्टर्न हिल विश्वविद्यालय शिलांग में सिलिकॉन दृष्टिकोण।

जैव सूचना विज्ञान ऐसे नए उभरते क्षेत्रों में से एक है जो आण्विक जीव विज्ञान में कम्प्यूटर, गणित और सांख्यिकी का उपयोग जैविक डेटा को संग्रह, पुनर्प्राप्ति और विश्लेषण करने के लिए करता है। जैव सूचना विज्ञान में कुशल अनुसाधान से जीवन विज्ञान और मानव जीवन की बेहतरी में मत्वपूर्ण प्रभाव पड़ेगा। जैव सूचना विज्ञान वह विज्ञान है जो भविष्य को आगे बढ़ा रहा है जिस पर जैविक और कम्प्यूटर विज्ञान विशेषज्ञता दोनों ही आधारित है। बायोइनफार्मेटिक्स सूचना-विज्ञान का एक ऐसा उप समूह है जिसके सुनिश्चित होने के दूरगामी निहितार्थ हैं।

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सूचना क्रांति का राजनीति पर प्रभाव

सुरेश कुमार सिंह

सारांश

सूचना क्रांति ने मानव जीवन के अन्य पहलुओं के साथ राजनीतिक पहलू को भी गहराई से प्रभावित किया है। यह सूचनाक्रांति का ही कमाल है कि केवल चुनावों के समय की जाने वाली राजनीतिक गतिविधि आज बारहमासी हो गयी हैं राजनीति आज केवल राजनीतिक दलों तक सीमित न होकर इसने सम्पूर्ण समुदाय चाहे वह किसान हो मजदूर हो, चाय बेचने वाला हो या सब्जी बेचने वाला, रेहड़ी या ठेला लगाने वाला हो, सरकारी या प्राइवेट नौकरी करने वाला हो छात्र हो युवा हो बुजुर्ग हो या गृहिणी सभी को अपने प्रभाव में ले लिया है। आज समाज के सभी तबके के लोग राजनीति पर चर्चा कर रहे हैं एवं राजनीतिक कार्यवाइयों में भाग ले रहे हैं। अब आम आदमी की राजनीति एवं शासन में भागीदारी मतदान तक सीमित न रहकर राष्ट्र के लिए नीति निर्माण एवं कल्याणकारी योजनाओं के निर्माण हेतु उसकी राय जानने तक विस्तृत हो गयी है। इससे शासन का लोकतांत्रिक ढाँचा अधिक प्रतिनिधि एवं मज़बूत हुआ है। राजनीतिक दलों द्वारा रैली, जनसभाओं, धरना प्रदर्शन इत्यादि के माध्यम से शक्ति प्रदर्शन के लिए सोशल मीडिया का बखूबी प्रयोग किया जा रहा है। अत्याधुनिक संचार साधनों ने चुनाव प्रचार को अधिक आसान एवं व्यापक जनसमुदाय तक पहुँचाने में सहायता की है। संचार की नवीन तकनीकों द्वारा स्टींग ऑपरेशन के ज़रिये राजनीति के कई काले अध्यायों को भी सबके सामने लाकर रख दिया।

सूचना क्रांति के कुछ नकारात्मक प्रभावों को भी समाज को झेलना पड़ा है। असामाजिक तत्वों द्वारा सोशल मीडिया का प्रयोग दंगा भड़काने माब लीचिंग के लिए उकसाने, अफवाह फैलाने, यूजर्स की निजी एवं गोपनीय सूचनाएँ लीक होने जैसी घटनाएँ जनमानस को व्यथित करती है। इन चुनौतियों से निपटने हेतु यथाशीघ्र ठोस उपाय करने होंगे।

बीसवीं सदी के अन्तिम दशक का आरंभ उदारीकरण, निजीकरण एवं वैश्वीकरण के साथ ही सूचना एवं संचार तकनीकी के वैश्विक प्रसार के लिए भी जाना जाता है। इक्कसवीं सदी के आरंभ से ही सूचना एवं संचार तकनीकी में नवाचार एवं अप्रत्याशित वृद्धि के कारण सूचनाओं की बाढ़ सी आ गयी। वर्तमान सदी में सूचनाओं की इसी कल्पनातीत वृद्धि के कारण वर्तमान दौर को सूचना क्रांति का दौर कहा जाता है। इस सूचना क्रांति ने हमारे जीवन के विविध पहलुओं को गंभीरता से प्रभावित किया है। सूचना क्रांति से मनुष्य का राजनीतिक जीवन मात्रात्मक एवं गुणात्मक रूप से प्रभावित हुआ है। सूचना क्रांति ने राजनीति के क्षेत्र को अत्यधिक विस्तारित कर राजनीति को राजनेताओं के क्रिया कलापों से आगे बढ़ाकर आम जन की रोजमर्रा की जिन्दगी से जोड़ दिया है। यह सूचना क्रांति का ही चमत्कार है कि आज चौराहों, चौपालों, चाय की दुकानों,

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बैठकों, सरकारी एवं नीजि कार्यालयों मंदिर-मस्जिद इत्यादि सार्वजनिक समागम के स्थानों के साथ ही घरेलू वार्तालाप में भी राजनीति पर चर्चा करना आम बात हो गई है।

सूचना क्रांति का अर्थ है सूचना एवं संचार के क्षेत्र में व्यापक परिवर्तन। लोगों को मिलने वाले सांकेतिक, वाचिक या लिखित संदेश ही सूचना है। जिन माध्यमों से सूचना सम्प्रेषित की जाती है वह माध्यम संचार तकनीकी है। सूचना ही सार्थक जीवन का आधार है। बिना सूचना के जीवन अति दुष्कर है। सूचना का आदान-प्रदान तो जीवन के अस्तित्व में आने से ही आरंभ हो गया और यह निरंतर जारी है। सूचना सम्प्रेषण के तौर तरीकों में समय-समय पर परिवर्तन होता रहा है। किन्तु बीसवीं सदी में संचार तकनीकों के विकास के साथ सूचना के स्वरूप और मात्रा में अप्रत्याशित परिवर्तन आया। संचार तकनीक जैसे कम्प्यूटर, सेटलाइट, वाई-फाई, लेज़र, ऑप्टिकल फाइबर, वेब, मोबाइल फोन, वॉट्स ऐप, फेसबुक, गूगल, यू-ट्यूब, ट्वीटर, ब्लॉग, इत्यादि अव्याधुनिक संचार तकनीकों ने सूचना का अम्बार लगा दिया। साथ ही इन तकनीकों ने सूचनाओं के प्रवाह में अप्रत्याशित-अकल्पनीय तेज़ी लाई। सूचना के प्रवाह एवं सूचना की मात्रा में इसी व्यापक परिवर्तन के कारण वर्तमान दौर को सूचना क्रांति का युग कहा जाता है।

सूचना क्रांति ने मानव जीवन के अन्य पहलुओं के साथ ही राजनीतिक पहलू को भी गहराई से प्रभावित किया है। सूचना क्रांति के पूर्व राजनीतिक क्रियाकलाप सीमित लोगों के मध्य एवं सीमित और निर्धारित समय पर हुआ करता था। राजनीति राजनीतिक दलों से जुड़े लोगों का कार्य समझा जाता था, शासकीय कार्य एवं नीति निर्माण दलों के एजेंडे का प्रचार-प्रसार, जनमत को अपने पक्ष में करने इत्यादि क्रियाकलाप राजनीतिक दलों के सदस्य ही किया करते थे। अधिकांश राजनीतिक कार्यवाहियाँ चुनावों के समय तक ही सीमित हुआ करती थी। वर्तमान संचार क्रांति के दौर में राजनीतिक फलक को अत्यधिक विस्तार मिला है। राजनीतिक सूचनाओं के अम्बार एवं सूचनाओं का आम जन तक तीव्र प्रवाह के कारण आज एक आम आदमी, किसान, मजदूर, चाय एवं सब्जी बेचने वाला रेहड़ी एवं ठेला लगाने वाला, सरकारी एवं गैर सरकारी कर्मचारी, गृहणी, युवा बुजुर्ग, छात्र अर्थात् समाज के सभी तबके के लोग राजनीति पर चर्चा करते हैं एवं राजनीतिक कार्यवाहियों में भाग लेते हैं। आज संचार क्रांति के कारण ही राजनीति पर चर्चा एवं राजनीतिक कार्यवाहियाँ केवल चुनावों के समय तक ही सीमित न रहकर बारहमासी हो गई है।

संचार क्रांति के कारण ही राजनीति में आम आदमी की सहभागिता केवल मतदान से आगे बढ़कर शासकीय नीति निर्माण एवं लोककल्याणकारी योजनाओं के निर्माण तक विस्तारित कर दिया है। इससे शासन का लोकतांत्रिक ढाँचा अधिक प्रतिनिधिक एवं मज़बूत हुआ है। अब सरकार द्वारा नीति निर्माण एवं योजनाओं के निर्माण हेतु लोगों की राय को माँगा जाने लगा है। राजनीतिक दलों द्वारा रैली, जनसभा, धरना-प्रदर्शन, हड़ताल इत्यादि के माध्यम से शक्ति प्रदर्शन के लिए सूचना प्रसार तकनीकों वॉट्स ऐप, फेसबुक, यू-ट्यूब, ट्वीटर जैसे सोशल मीडिया का बखूबी प्रयोग किया जा रहा है।

चुनाव परिणाम भी संचार क्रांति के प्रभाव से अछूते नहीं रहे। सूचना एवं संचार क्रांति ने राजनीतिक सर्वे की बाढ़ ला दी है। सर्वे में जिस दल या नेता को दुसरे की अपेक्षा बढ़त लेते हुए दिखाया जाता है मतदाता द्वारा उसी को मत देने की प्रवृत्ति मतदान व्यवहार विश्लेषणों में देखी गयी है। सर्वे एवं पोल को मैनेज करने की बाते भी सामने आती रहती है। इन सबका उद्देश्य किसी खास दल या नेता को दुसरे दल या नेता पर बढ़त दिखाकर उसके पक्ष में मतदान को प्रभावित करना होता है।

संचार क्रांति ने चुनाव प्रचार को भी अधिक आसान, अधिक सुगम, अधिक सटीक एवं व्यापक जनसमुदाय तक पहुँचाने में सहायता की है। संचार साधनों के माध्यम से दल एवं नेता अपनी बात वीडियो संदेश, कांफ्रेंस इत्यादि माध्यम से अधिकाधिक लोगों एवं दूर-दराज के क्षेत्रों तक पहुँचाया है।

पारदर्शिता एवं उत्तरदायित्व लोकतंत्र को मजबूत बनाने हेतु अति महत्वपूर्ण है। संसार क्रांति ने लोकतंत्र के इन पहलुओं को भी गहराई से प्रभावित किया है। सूचना क्रांति के कारण अब कुछ भी छिपाकर रखना असंभव हो गया है। राजनीतिक-शासकीय कार्य चाहे वे अच्छे हो या बुरे लोगों के सामने आने में देर नहीं लगती। भ्रष्टाचार, फोन टैपिंग, नेताओं के अनैतिक कृत्यों के अनेक मामले संचार तकनीकों के माध्यम से ही सामने आए हैं। स्टींग ऑपरेशन जैसे तरीकों ने भ्रष्टाचार के अनेक मामलों को उजागर किया है। व्यापक घोटाला, राफेल विवाद, NRHM घोटाला, भर्ती एवं नियुक्ति सम्बन्धी घोटाले इत्यादि जनमानस तक पहुँच सका तो इसका सबसे बड़ा कारण संचार क्रांति है।

जनमत निर्माण में भी संचार क्रांति ने महत्वपूर्ण भूमिका निभाई है। जनमत किसी मुद्दे पर जनता की राय होती है। संचार माध्यमों द्वारा किसी ज्वलंत मुद्दे पर लोग अपने राय का आदान-प्रदान करते हैं। जनमत की अनदेखी करके लोकतंत्र में सफलता प्राप्त करना असंभव है। राजनीतिक दल अपना एजेंडा बनाते समय संचार माध्यमों से अभिव्यक्त जनमत का गहराई से विश्लेषण करते हैं।

राजनीतिक क्षेत्र में रोजगार के नये अवसरों के सृजन में भी संचारक्रांति ने योगदान दिया है। समाज में सूचना तकनीकी के महत्व को देखते हुए राजनीतिक दलों ने अपनी बात जनता तक पहुँचाने के लिए IT CELL बनाये हैं। जिसमें सूचना एवं संचार तकनीकी विशेषज्ञों की भर्ती की जाती है एवं इनको नियमित वेतन दिया जाता है। IT CELL का कार्य संबंधित दल एवं नेता के एजेंडे के अनुरूप सूचना तैयार कर उसका प्रसार करना है।

राजनीतिक कार्यवाइयों को अधिक सटीक एवं प्रभावोत्पादक बनाने के लिए उस पर जनता का मितक इंबा जानना अत्यंत महत्वपूर्ण है। दलों को यह मितकइंबा संचार क्रांति के विविध तकनीकों जैसे वॉट्स ऐप, फेसबुक इत्यादि सोशल मीडिया के साधनों से प्राप्त होता है। जनता के मितकइंबा के अनुसार राजनीतिक दल एवं सरकार अपने नीति एवं एजेंडे का निर्माण एवं पुर्ननिर्माण करते है।

सूचना क्रांति की इन सकारात्मक भूमिकाओं के साथ ही इसके कुछ नकारात्मक उप उत्पाद भी अस्तित्व में आ गये हैं। सूचना क्रांति के युग में सूचनाओं का अम्बार लग गया है। इन सूचनाओं में कौन-सी सूचना सही है और कौन सी सूचना गलत है, इसका पता करना पाठकों के लिए चुनौतीपूर्ण कार्य है। सोशल मीडिया से आने वाली अनेक सूचनाएँ झूठी, साम्प्रदायिक जातीय विद्वेष एवं उन्माद पैदा करने वाली, माब लिचिंग को उकसाने वाली, दंगा भड़काने वाली और अफवाह फैलाने वाली होती है। यह समाज में कटुता, वैमनस्य एवं हिंसा को जन्म देती है। इस प्रकार की सूचनाएँ कई बार राजनीतिक दलों के IT CELL द्वारा अपने आकाओं के निर्देश पर जानबूझकर राजनीतिक लाभ लेने के लिए प्रसारित एवं प्रवाहित की जाती है।

राजनीतिक दलों द्वारा सोशल मीडिया के मालिकों से, जिनके पास उनके यूजर्स की गोपनीय जानकारीयां होती है, धन देकर यह गोपनीय सूचनाएँ राजनीतिक जोड़-तोड़ एवं राजनीतिक लाभ के लिए प्राप्त करने की खबरे खास चर्चा का विषय रही है। इन सूचना का प्रयोग राजनीतिक दल चुनावी रणनीति बनाने हेतु करते हैं। इस प्रकार से गोपनीय जानकारीयों का लीक होना गैर कानूनी अनैतिक एवं निजता के अधिकार का उल्लंघन है।

भारत के वर्तमान राजनीतिक परिदृश्य में मास मीडिया के साधनों को नियंत्रित कर किसी खास राजनेता का महिमामंडन एवं किसी अन्य राजनेता का चरित्र हनन समकालीन भारतीय राजनीति का सर्वाधिक चर्चित मुद्दा है।

सूचना के प्रवाह एवं प्रसार से संबंधित चुनौतियां लोकतांत्रिक शासन एवं समाज को विकृत एवं कमजोर कर रही है। इन चुनौतियों से यथाशीघ्र निबटना अत्यंत आवश्यक है। इसके लिए आन लाईन सूचना की निगरानी हेतु रेगुलेटिंग अथारिटी बनाए जाने की आवश्यकता है। किन्तु इस प्रकार के किसी रेगुलेटिंग अथारिटी के साथ यह समस्या है कि यह संस्था लोगों की निजी जिंदगी में ताक-झाक एवं उनकी गोपनीय सूचनाओं का दुरुपयोग न करने लगे। भारत की वर्तमान केन्द्र सरकार सूचना प्रौद्योगिकी अधिनियम में बदलाव करने की तैयारी कर रही है। इसके तहत ऐसी व्यवस्था की जाएगी जिससे सोशल मीडिया पर अफवाह, दंगे फैलाने एवं साम्प्रदायिक जातीय विद्वेष पैदा करने वालों की पहचान कर उन पर कार्यवाई करने के उपाय किये जाएंगे। हम आशान्वित हैं कि ऐसे अधिनियम एवं नियामक संस्थाओं के माध्यम से सूचनाओं के दुरुपयोग पर प्रभावी रोक लगायी जा सकेगी।

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सूचना प्रौद्योगिकी और हिन्दी

अर्चना सिंह

सारांश

सामाजिक परिवर्तनों का पहिया कभी थमा नहीं है। 21वीं सदी में सामाजिक परिवर्तन का सबसे महत्वपूर्ण घटक सूचना प्रौद्योगिकी ने सामाजिक व्यवहार, सोच, संस्कारों के साथ-साथ कला, साहित्य व भाषा को भी प्रभावित किया है। आज सूचना प्रौद्योगिकी मानव जाति का अहम् हिस्सा बन चुकी है, जिसके बिना हम किसी भी प्रकार के विकास की कल्पना नहीं कर सकते। सूचना प्रौद्योगिकी और समाज एक सिक्के दो पहलू का रूप ले चुके हैं। जिसे अलग करके नहीं देखा जा सकता। आज विश्व में भारत व हिन्दी को जो नई पहचान व मुकाम हासिल हुआ है वह सूचना प्रौद्योगिकी की देन है। आज विकिपीडिया (इन्साक्लोपीडिया) विश्वकोश में सम्पूर्ण जानकारी हिन्दी में उपलब्ध है। वास्तव में हिन्दी सूचना प्रौद्योगिकी के पंख लगा कर पूरे विश्व में पटल पर छाने की क्षमता रखती है।

सूचना प्रौद्योगिकी आधुनिक युग में सम्पूर्ण विश्व को एक कुटुम्ब के रूप में प्रस्तुत कर रही है। कम्प्यूटर व इन्टरनेट आदि के माध्यम से सूचना के क्षेत्र में क्रान्ति का आगमन हुआ है। विकास की प्रक्रिया में हिन्दी भाषा के रूप और स्थिति में भी परिवर्तन आया है। सूचना प्रौद्योगिकी ने हिन्दी एवं तकनीक को पास लाने का व अन्य बोलियों व भाषाओं को एक दूसरे के नजदीक लाने व उनमें प्रयुक्त शब्दावली व समानताओं को सामने लाने का प्रयास किया है और यह प्रक्रिया सतत् प्रयत्नशील है। भारत की सामाजिक संस्कृति को व्यक्त करने की दिशा में सूचना प्रौद्योगिकी का सहारा लेकर बहु-आयामी हिन्दी का रूप और निखरा है। मेरे मतानुसार साहित्य का केन्द्र जीवन-मूल्य एवं संवेदना होती है तो संचार माध्यम साहित्यकार को नवीनतम स्वरूपों, साधनों से युक्त बना कर रखते हैं। 'श्री ब्रह्म स्वरूप शर्मा' साहित्य एवं संचार माध्यमों के रिश्तों की गहन विवेचना करते हुए लिखते हैं- "जीवन-मूल्य चिंतन से प्रेरित साहित्य, संचार माध्यमों को लोकोन्मुखी, लोकहित चिंतक बनाए रखता है और संचार माध्यम साहित्य को वर्तमान संदर्भों से युक्त रखता है।" लेखक ने साहित्य और संचार माध्यमों को परस्पर सहयोगी माना है, क्योंकि दोनों ही वर्तमान समाज का ज्ञान कराते हैं। इस प्रकार हिन्दी भाषा और सूचना-प्रौद्योगिकी का गहन तालमेल है।

आधुनिक प्रौद्योगिकी ने संचार माध्यमों को वह शक्ति प्रदान की है जिसके कारण वे समाज को न केवल सूचनाएँ या मनोरंजन प्रदान कर रहे हैं वरन् उसे एक नवीन दिशा भी दे रहे हैं, समाज के सांस्कृतिक विकास में अपना पूर्ण योगदान दे रहे हैं। आधुनिक युग में सामाजिक परिवर्तनों का सबसे महत्वपूर्ण घटक प्रौद्योगिकी है जिसके सिद्धान्तों का प्रयोग जनसाधारण के जीवन को सुखी करने के लिए होता है। नई वैज्ञानिक

एसोसिएट प्रोफेसर, हिंदी वि० कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर

खोजों व यन्त्रों के आविष्कारों का प्रभाव सामाजिक जीवन पर पड़ता है। 'आर्गबन' ने रेडियो के आविष्कार के होने वाले 150 परिवर्तनों का उल्लेख किया है। सूचना प्रौद्योगिकी के बढ़ते प्रभाव के कारण मनुष्य के कामकाज के तरीके में ही नहीं उसके रिश्तों और मूल्यों में भी परिवर्तन हुआ है। विकास का इस प्रक्रिया में हिन्दी भाषा के रूप और स्थिति में भी परिवर्तन आया है, क्योंकि आदिकाल में और मध्यकाल में धीरे-धीरे स्वतंत्रता का आभास करने वाली हिन्दी इस युग में राजभाषा और राष्ट्र भाषा के रूप में अपनी क्षमताओं को ही प्रस्तुत नहीं कर रही वरन् विश्व स्तर पर परिवर्तनों को स्वीकार करते हुए आज इन्टरनेट की भाषा बन गई है और विश्व स्तर पर संवादों का माध्यम बन कर अपनी प्रगति का आभास करा रही है।

भाषा प्रतीकों का समुच्चय होती है वह सम्प्रेषण के अतिरिक्त अन्य क्षेत्रों में भी विस्तारित होता है। जो भाषा समय के साथ नहीं चलती वह शीघ्र ही पतन की ओर अग्रसर हो जाती है। सूचना प्रौद्योगिकी के युग में विश्व की कई भाषाओं का अस्तित्व खतरे में है परन्तु हिन्दी भाषा ने अपने अस्तित्व की रक्षा करते हुए अपना विकास किया है। आदि काल से लेकर आज तक हिन्दी भाषा अनवरत गतिशील है। हिन्दी भाषा की यह महत्ता है कि उसने अनेक भाषाओं के शब्दों को अपने में समाहित कर लिया है। विदेशी भाषाओं के असंख्य शब्द अपने स्वाभाविक रूप में हिन्दी में प्रवेश कर रहे हैं तथा हिन्दी के व्यावहारिक पक्ष में परिवर्तन करा रहे हैं। आज हिन्दी की शब्द सम्पदा पर हम गौरव कर सकते हैं। इन्टरनेट के युग में प्राचीन व नवीनता का यह योग हमें परिलक्षित होता है। प्रसिद्ध लेखक सच्चिदानन्द सिन्हा के विचारानुसार **“अगर हम नवीनता के उन्माद में बह न जाएं तो भविष्य के समाज में इन्टरनेट और बैलगाड़ी अपने क्षेत्र में साथ-साथ सक्षमता के प्रतीक बनकर चल सकते हैं।”** लेखक के अनुसार सूचना प्रौद्योगिकी के युग में हिन्दी को सर्तक रहने की आवश्यकता है। हिन्दी को तकनीक के साथ की आवश्यकता है और सूचना प्रौद्योगिकी को हिन्दी के व्यापक और विशाल वर्ग की जिसे 'पूँजीवादी वर्ग बाजार' की संज्ञा देते हैं। बाजारवाद के इस परिवेश में 'उत्पाद' को लुभावना बनाकर उपभोक्ता के समक्ष प्रस्तुत करने में भारतीय भाषाएँ विशेषतः हिन्दी विज्ञापन की सर्वश्रेष्ठ भाषा सिद्ध हो रही हैं।

हिन्दी जनसंचार की भाषा है। भाषा का स्वरूप कभी एक समान नहीं रहता। प्रौद्योगिकी के कारण इसमें वैज्ञानिक और तकनीकी सन्दर्भ भी जुड़ जाते हैं यही सूचना प्रौद्योगिकी और हिन्दी के रिश्तों को प्रस्तुत करता है। संचार माध्यमों एवं तकनीक का साथ लेकर हिन्दी सशक्त हुई है। हिन्दी विश्व की शीर्ष और अग्रणी भाषाओं में से एक है बाजारीकरण के आधार पर आज विदेशी चैनलों और कम्पनियों में भी अपने बाजार को बढ़ाने के लिए प्रचार-प्रसार का माध्यम हिन्दी भाषा को चुना है और हिन्दी विज्ञापनों के माध्यम से लोगों के दिलों तक पहुँचने का प्रयास किया है। सूचना प्रौद्योगिकी को सबसे महत्वपूर्ण लाभ हिन्दी को अन्तर्राष्ट्रीय मंच पर व्यापक स्तर पर अवतरित होने का मिला है। हिन्दी में शब्द संसाधन का कार्य करने के लिए आज बाजार में जिस्ट कार्ड, जिस्ट शैल, सुलिपि, आकृति, शब्द रत्न, ए.पी.एस., लीप ऑफिस, अक्षर फॉर विंडोज, सुविडोज, प्रशासक, लिपिकार आदि साफ्टवेयर उपलब्ध है। आर्युविज्ञान, वास्तुशास्त्र, गणित, ज्योतिष, कृषि, प्रबंधन, वनस्पति शास्त्र, नक्षत्र विज्ञान आदि अनेक विषय हिन्दी में पढ़े पढ़ाये जा रहे हैं। प्रौद्योगिकी, वैज्ञानिक, तकनीक आधारित विषयों के पठन पाठन के लिए सक्षम शब्दावली आज हिन्दी में मौजूद है। विज्ञान एवं प्रौद्योगिकी पर आधारित कई पत्र-पत्रिकाएँ हिन्दी में प्रकाशित हो रही हैं और हिन्दी का लगभग पूर्ण साहित्य एक क्लिक में इन्टरनेट पर मौजूद है। इन्टरनेट पर कई ऐसी वेबसाइट है जहाँ जनता की भाषा में जनता को नवीनतम ज्ञान उपलब्ध करवा जा रहा है। कई विश्व विद्यालयों में 'मल्टीमीडिया लैंग्वेज लैब' की सहायता से दुनिया की किसी भी

भाषा को हिन्दी में अनुवाद करके पढ़ा जा सकता है। भारत सरकार, राज्य सरकार, अन्य सरकारी, गैर सरकारी संस्थाएँ हिन्दी एवं प्रौद्योगिकी के बढ़ते संबंधों को स्वीकार करके इसके विस्तार के लिए नये-नये उपाय कर रही हैं। शिक्षा मंत्रालय द्वारा गठित 'पारिभाषिक शब्दावली आयोग' भौतिकी, जीव विज्ञान, रसायन विज्ञान, प्राणी विज्ञान, इंजीनियरिंग, चिकित्सा शास्त्र, कम्प्यूटर तथा अन्य तकनीकी विभागों में हिन्दी की पारिभाषिक शब्दावली का निर्माण कर रहा है। सन् 1973 से अब तक इस दिशा में बहुत बड़ा कार्य हो चुका है। इन सभी प्रयासों का उद्देश्य हिन्दी की भाषागत एवं संरचनागत दिक्कतों को दूर करना है। सरकारी क्षेत्र में राजभाषा, विधायी आयोग, विधि मंत्रालय, विधायी विभाग, वैज्ञानिक और तकनीकी शब्दावली आयोग आदि संस्थाएँ हिन्दी शब्दों के पर्याय तैयार करके शब्दावली का गठन कर रही हैं। इन सबका उद्देश्य हिन्दी को पिछड़ने से बचाना है। वस्तुतः हिन्दी सूचना प्रौद्योगिकी के सहयोग से अधिक समृद्ध और तीव्र गति से बहुमुखी विकास की ओर अग्रसर है। विश्व फलक पर हिन्दी (देवनागरी लिपि में) के प्रवेश से क्रांतिकारी परिवर्तन हुआ है। भारतीय भाषाओं, विशेषतः देवनागरी लिपि को जो उपलब्धि हासिल हुई वह इन्टरनेट की दुनिया में स्वर्णाक्षरों में अंकित हुई है।

सूचना प्रौद्योगिकी के निरंतर विकास से यह बात स्वीकार्य है कि आगामी वर्षों में भारत की गणना अग्रपंक्ति के देशों में होगी। भारत एक विशाल बाजार भी है, अतः सूचना तकनीक हिन्दी को अपनाने को मजबूर भी है। यह सब व्यवसायिक प्रतिद्वन्द्विता, लाभकारी व्यवस्था एवं हिन्दी के गौरवमयी सामर्थ्यशालिता व समन्वय की भावना के कारण संभव हो रहा है। सूचना प्रौद्योगिकी के साथ हिन्दी में नये दौर का प्रारंभ हो गया है। ज्ञान की इस शाखा ने हिन्दी को वैश्विक स्तर पर नई पहचान व स्वरूप प्रदान किया है। सूचना प्रौद्योगिकी का साथ लिए हिन्दी अब राजभाषा, राष्ट्रभाषा और सम्पर्क भाषा नहीं रह गयी है वरन् आज हिन्दी विश्वव्यापी आदान-प्रदान, सूचना सम्प्रेषण तथा नई प्रौद्योगिकी की भाषा हो गई है। आज हिन्दी, नई भाषाई सौन्दर्य-शिल्प एवं अपने नये कलेवर के साथ विश्व पटल पर अपना स्थान निश्चित कर रही है। हर भाषा के शब्द लिए व बढ़ते सम्पर्क व यकायक सूचना विस्फोट के कारण यह प्रक्रिया और भी तीव्र हो रही है। सूचना प्रौद्योगिकी के कारण हिन्दी का वैश्विक जयघोष हो रहा है। सूचना प्रौद्योगिकी के साथ मिलकर हिन्दी बोली से भाषा, राष्ट्रभाषा और अन्तर्राष्ट्रीय भाषा तक सफर तय कर अपनी पहचान बना रही है तथा भारत की सदियों पुरानी उक्ति 'वसुधैव कुटुम्बकम्' को चरितार्थ कर रही है।

निष्कर्षतः सूचना प्रौद्योगिकी आधुनिक युग की महत्वपूर्ण उपलब्धि है और हिन्दी सूचना प्रौद्योगिकी के पंख लगाकर संपूर्ण विश्व पटल पर छा जाने की क्षमता रखती है। हिन्दी का यह परिदृश्य हिन्दी की ताकत को परिलक्षित करता है और हिन्दी को विश्व भाषा बनाने में अग्रसर करता है।

संदर्भ

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शिक्षा एवं सोशल मीडिया

रतन सिंह

सारांश

समाज में विद्यालय एक ऐसी संस्था के रूप में विद्यमान है जो औपचारिक शिक्षा का आवश्यक एवं शक्ति अंग है। परन्तु देश की एक बड़ी जनसंख्या जो शिक्षा प्राप्त करना चाहती है अपने भरण पोषण हेतु काम काज में व्यस्त रहने के कारण किसी भी औपचारिक संस्था में शिक्षा प्राप्त करने के लिये नामांकन नहीं करा पाते हैं उनके लिए सोशल मीडिया एक वरदान की तरह साबित हुआ है। ऑनलाइन पाठ्यक्रमों के समाज के निम्न तबके से लेकर उच्च तबके तक सबको शिक्षा के अवसर प्राप्त हो रहे हैं। सोशल मीडिया फेसबुक, वाट्स ऐप, ट्विटर, जैसे सोशल नेटवर्क के उपयोगकर्ताओं की संख्या अरबों में है। 20 वर्ष से भी कम समय में फेसबुक, वाट्स ऐप, ट्विटर आदि सोशल नेटवर्क को उपयोग करने वाले व्यक्तियों की संख्या ढाई अरब से ज्यादा है। फेसबुक की अधिकारिक रिपोर्ट के अनुसार 14 जुलाई 2018 तक अकेले भारत में फेसबुक के एक्टिव सदस्य 241 मिलियन पहुँच गयी है।

सोशल मीडिया की हानियों की अपेक्षा लाभ अत्याधिक होने के कारण उसे शिक्षा के साधनों में सम्मिलित करने की आवश्यकता आन पड़ती है।

सदियों से विद्यालय समाज में एक महत्वपूर्ण संस्था के रूप में विद्यमान है। समाज के विकास में विद्यालयों की भूमिका अत्यंत महत्वपूर्ण है। शैक्षिक विचारकों मनोवैज्ञानिक विद्वानों एवं दार्शनिकों ने शिक्षा को तीन भागों में विभाजित किया है- औपचारिक शिक्षा, गैर-औपचारिक शिक्षा, अनौपचारिक शिक्षा जहाँ औपचारिक शिक्षा का सशक्त माध्यम स्कूली शिक्षा है वहीं वर्तमान समय में गैर-औपचारिक शिक्षा का सशक्त माध्यम इंटरनेट व सोशल मीडिया बनता जा रहा है। इसकी बानगी इसी बात से देखी जा सकती है कि यदि वर्तमान समय में एकलव्य की कल्पना की जाए तो एकलव्य जैसा दृढ़ संकल्पित और एकाग्र छत्र बड़ी सरलता इंटरनेट या व्यापक मुफ्त ऑनलाइन पाठ्यक्रम के द्वारा अपना शिक्षक पा सकता है तथा अपने लक्ष्य की ओर अग्रसर हो सकता है। यदि दृढ़ संकल्प हो और लगन से कार्य किया जाए तो एक निःशुल्क ऑनलाइन पाठ्यक्रम से भी सफलता के नये द्वार खोले जा सकते हैं। जबलपुर के सत्रह वर्षीय अमोल भावे ने ऐसा कर दिखाया। 14 मार्च 2013 को अमोल को सूचना मिली कि एम.आई.टी. (मेसच्यूसेट्स इंस्टीट्यूट ऑफ टेक्नोलॉजी) के मुक (WWW-EKD-ORG) के परिपथ और Electronics की पाठ्यक्रम में 97: अंक प्राप्त करने के पश्चात् उसे एम.आई.टी. में ले लिया गया है।

अभी हाल ही में एनार्कुलम स्टेशन पर कूली का काम करने वाले श्रीनाथ, रेलवे स्टेशन पर उपलब्ध मुफ्त

असिस्टेंट प्रोफेसर – बी.एड्. कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर

वाई फाई सुविधा का लाभ उठाते हुये इंटरनेट के जरिये पढ़ाई करके केरल पब्लिक सर्विस कमीशन (के.पी.एस.सी.) की लिखित परीक्षा पास कर ली है। इसके लिये वह किताबों के ढेर में नहीं खोये बल्कि अपने ख़ाब को पूरा करने के लिये उन्होंने स्मार्ट फोन और इयरफोन को अपना हथियार बनाया।

ज्ञान की प्राप्ति और किसी विषय में गहराई से अध्ययन के लिये अब यह आवश्यक नहीं रहा है कि शिक्षा के पारंपरिक और औपचारिक संस्थानों की ही शरण ली जाए आज सभी विषयों पर ऑनलाइन सामग्री बहुतायत में उपलब्ध है कोई भी छात्र किसी भी विषय में महारत हासिल कर ऐसी प्रसिद्धि पा सकता है जिसकी सामान्य रूप में कोई व्यक्ति कल्पना भी नहीं कर सकता। आई.सी.टी (सूचना संचार प्रौद्योगिकी) आधारित सोशल मीडिया के आ जाने से शिक्षा में नवाचार की गति में तेजी आयी है। पिछले लगभग सौ वर्षों में औपचारिक शिक्षा के संदर्भ में कोई बड़ा बदलाव नहीं आया है शिक्षक, छात्र, कक्षा, पाठ्यक्रम, परीक्षा और प्रमाण पत्र लगभग वैसे के वैसे ही हैं बल्कि शिक्षण विधियाँ तौर तरीके आदि भी जस के तस बने हैं। बीसवीं सदी के अन्त में जब से इंटरनेट सेवा कम खर्चीली मोबाइल टेलीफोन सेवा के कारण सर्वत्र एवं सर्वव्यापी हुई है शिक्षा में नया मोड़ आया है। सोशल मीडिया जो उच्च बैंडविड्थ इंटरनेट से कनेक्ट कर सामग्री को विविध रूपों में प्रदर्शित करता है को व्यापक विस्तार मिला है।

मैं जब सोशल मीडिया शब्द का उल्लेख करता हूँ तो मेरा तात्पर्य केवल फेसबुक, वाट्स ऐप, ट्विटर तथा यु-ट्यूब से ही नहीं है बल्कि मेरा तात्पर्य एक ऐसी आई.सी.टी. आधारित कम्यूनिटी से है जहाँ उपयोगकर्ता द्वारा सामग्री को साथ साथ तैयार किया जा सकता है, साझा किया जा सकता है और उसे एक नया लक्ष्य दिया जा सकता है।

महत्वपूर्ण प्रश्न है कि क्या आई.सी.टी. आधारित सोशल मीडिया शिक्षा के लिये अच्छा है? अमेरिकी लेखक निकोलस कार अपनी पुस्तक “दि शैलोज: व्हाट द इंटरनेट इज डुइंग आवर ब्रैस” में इंटरनेट के विरोध में कहते हैं कि इंटरनेट हमारे मौलिक रूप से ध्यान केंद्रित करने और सोचने की क्षमता को कमजोर बना देता है इंटरनेट धीरे-धीरे हमें लम्बे समय तक पढ़ने तथा ध्यान केंद्रित करने के अयोग्य बना देता है।

जो लोग इन तर्कों से असहमत हैं उनका कहना है कि तथ्यों कि गुणवत्ता की पहचान और छानबीन महत्वपूर्ण जन्मजात रणनीतियाँ हैं जो आज के सूचना बाहुल्य समय में अनिवार्य हैं। इससे बहुत सारी सूचनाओं में से काम की बात छँटने में आसानी होती है। शिक्षा का उद्देश्य किसी एक विशेष क्षेत्र या विषय में ज्ञान प्राप्त करना होता है ताकि उस विषय को ठीक से समझा जा सके तथा उसमें निपुणता प्राप्त की जा सके शिक्षा के उद्देश्य-ज्ञान अर्जन, ज्ञान के क्षेत्रों में गहरी समझ, निपुणता जिससे सृजनात्मकता, नवाचार और मूल्य संवर्धन होता हो, तो निश्चित रूप से सोशल मीडिया से लाभ होता है।

सेठ गौड़वीन ने अपनी पुस्तक “स्टॉप स्टीलिंग ड्रीम्स-व्हाट इज स्कूल फार” में कहा है कि विद्यालय बिंदुओं को एकत्र करने के लिये नहीं बल्कि जोड़ने के लिये होते हैं। सोशल मीडिया उपयोगकर्ता के बिंदुओं को जोड़ने में मदद करता है।

सोशल मीडिया विवेचना और अभिव्यक्ति की शक्ति के विकास का भी एक प्रभावशाली मंच है विचार मंचों पर बहस, चर्चाएँ अथवा किसी सामग्री पर अपनी टिप्पणी अंकित करने से अनेक विषय अच्छी तरह समझ में आते हैं सोशल मीडिया की मल्टीमीडिया प्रकृति हमें विभिन्न प्रकार से अभिव्यक्ति करने का अवसर प्रदान करती

हैं उपयोगकर्ता अपने विषय की समस्या के विषय में अपने विचार, वीडियो, कहानी अथवा टिप्पणी किसी भी रूप में व्यक्त कर सकते हैं।

साथ मिलकर अध्ययन की गतिविधियों को सोशल मीडिया के माध्यम से एक अलग ऊंचाई प्रदान की जा सकती है। सोशल मीडिया नवीन संदर्भों में ज्ञान का प्रयोग एवं नवीन समाधानों की खोज तथा योग्यता को परखने की बेहतर पद्धति है। छात्रों को अपने ज्ञान को प्रदर्शित करने का अवसर दिया जाना चाहिए। सोशल मीडिया इसकी अनुमति प्रदान करता है। सोशल मीडिया की प्रकृति मल्टीमीडिया होने के कारण यह ज्ञान को अभिव्यक्त करने के लिये लिखित सामग्री ब्लॉग, प्रस्तुतिकरण, कहानियाँ तथा वीडियो जैसे अनेक माध्यम उपलब्ध कराता है।

शिक्षा में सोशल मीडिया सम्मिलित करने से छात्र को बाह्य रूप से प्रेरित होकर आगे बढ़ने की प्रेरणा मिलती है सोशल मीडिया आधारित गेम्स भी सकारात्मक प्रभाव डालते हैं बशर्ते वह एक व्यसन न बन जाए दूर दराज के शिक्षकों को सोशल मीडिया के माध्यम से जोड़ना अत्याधिक लाभदायक हो सकता है। इससे अध्यापकों को अपने विचारों और अनुभवों के आदान प्रदान का सुअवसर प्राप्त होगा।

निष्कर्ष – सोशल मीडिया में लगनशील व अपने विषय पर प्रभाव रखने वाले शिक्षकों को लोकप्रिय शिक्षक में बदलने की भी क्षमता है, जो लाखों लोगों को शिक्षित कर सकते हैं। सोशल मीडिया आधारित शिक्षा में अपेक्षित परिणाम प्रदान करने की उच्च क्षमता है और भारत जैसे विशाल जनसंख्या वाले देश में सभी के लिये शिक्षा जैसी चुनौती से अपनी कम खर्चीली संरचना के कारण निपट सकती है।

शिक्षक– प्रशिक्षण में भी सोशल मीडिया के मल्टीमीडिया स्वरूप के कारण छात्र-अध्यापकों को सूक्ष्म शिक्षण आदि से सम्बन्धित वीडियो, लेख इत्यादि आसानी से प्राप्त हो जाते हैं जो छात्र अध्यापकों हेतु लाभकारी एवं हितकारी होते हैं।

शिक्षा में सोशल मीडिया के लाभ, उसकी हानियों से अधिक हैं इसलिये सोशल मीडिया को शिक्षा के साधनों में शामिल किया जा सकता है जो वर्तमान समय में आवश्यक प्रतीत होता है साथ ही शिक्षा में सोशल मीडिया के प्रयोग के हानिकारक पहलुओं के प्रति सचेत रहना भी अति आवश्यक है। सोशल मीडिया में कम खर्चीली, सार्वभौम प्रकृति, वार्तालाप, सामञ्जस्य, अपेक्षा पर खरा उतरने की शिक्षा की जो सम्भावनाएँ निहित हैं। वे भारत में शिक्षा को नये आयाम प्रदान करने में सफल हो सकती हैं।

संदर्भ

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पोषण एवं स्वास्थ्य पर सूचना क्रान्ति का प्रभाव

माधुरी पाल

सारांश

मानव के सामान्य वृद्धि एवं विकास के लिए भोजन की आवश्यकता होती है। भोजन के बिना मानव जीवित नहीं रह सकता। मानव की तीन आवश्यक एवं मूलभूत आवश्यकताएँ होती हैं रोटी, कपड़ा और मकान। परन्तु सबसे मूलभूत आवश्यकता होती है भोजन/भोजन व्यक्ति के जीवन को बनाये रखने हेतु अनिवार्य होता है। भोजन में उपलब्ध पौष्टिक तत्वों से मानव को पोषण प्राप्त होता है जो कि मानव जीवन को विभिन्न बीमारियों से सुरक्षित करता है एवं मजबूती प्रदान करता है। उर्जा एवं शक्ति भोजन के माध्यम से प्राप्त होते हैं। पौष्टिक तत्व से भरपूर भोजन ग्रहण करने से व्यक्ति का स्वास्थ्य ठीक रहता है। मौसम एवं उपलब्धता के अनुसार व्यक्ति को अपने भोजन में सभी प्रकार के भोज्य पदार्थ जैसे-अनाज, दालें, सब्जियाँ, फल, दूध, अण्डा, मेवे, वसा व शर्करा तथा माँस इत्यादि को शामिल करके स्वास्थ्य को अच्छा बनाया जा सकता है क्योंकि स्वास्थ्य के लिये उचित मात्रा में सभी पौष्टिक तत्वों को भोजन में समाहित होना आवश्यक होता है। उचित पोषण से व्यक्ति की औसत आयु में वृद्धि होती है। परन्तु पोषक तत्वों का भोजन से संतुलित मात्रा में होना आवश्यक होता है। कम एवं अधिक मात्रा में पोषक तत्वों का होना व्यक्ति को पर्याप्त पोषण प्रदान नहीं करता है। जो कि मनुष्य के शरीर में बीमारियों का कारण बनता है। सूचना क्रान्ति के विस्तार ने मानव को आहार, पोषण, पोषक तत्व एवं विभिन्न जानकारीयों की ओर मानव का ध्यान आकर्षित किया है। विभिन्न प्रकार की जानकारी इण्टरनेट के माध्यम से आम आदमी तक आसानी से पहुँच रही है। जिससे व्यक्ति लाभान्वित हो रहा है।

परिचय - भोजन व्यक्ति को शक्ति, साहस, स्फूर्ति एवं रोगों से दूर रखने की दृष्टि से महत्वपूर्ण होता है। मानव के जीवन में अत्यंत महत्वपूर्ण कार्य करने होते हैं। शक्ति, साहस, और निरोग शरीर उसकी सफलताओं और उपलब्धियों की दृष्टि से अत्यधिक महत्वपूर्ण भूमिका अदा करता है। स्वस्थ एवं सशक्त शरीर का निर्माण उचित पोषण पर निर्भर करता है। पोषण सम्बन्धी जानकारी प्रत्येक व्यक्ति को होना आवश्यक होता है। जिससे व्यक्ति अपने दैनिक क्रियाकलाप एवं विभिन्न प्रकार के शारीरिक, मानसिक सामाजिक, अध्यात्मिक, सांस्कृतिक कार्यों को निर्वहन सही प्रकार से कर सकें।

पोषण- पोषण से तात्पर्य है आहार सम्बन्धी वैज्ञानिक जानकारी। इसकी उत्पत्ति मूलरूप से शरीर - विज्ञान एवं रसायन विज्ञान के संयोजन से मानी जाती है। व्यक्ति जो भोजन ग्रहण करता है उस भोजन से व्यक्ति के शरीर को पोषक तत्व प्राप्त होते हैं जोकि व्यक्ति के अंगों की वृद्धि एवं रोग प्रतिरोधक क्षमता इत्यादि क्रियाओं असि. प्रोफेसर, गृह-विज्ञान, कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर

का निर्वहन करती है। भोजन हमारे शरीर में होने वाली ऊतकों की टूट-फूट की मरम्मत भी करने में सहायता प्रदान करता है अर्थात् भोजन के द्वारा विभिन्न कार्यों का एक साथ सम्पादन किया जाना पोषण कहलयेगा। यदि भोजन में सभी भोज्य समूहों को सम्मिलित नहीं किया जाता है। तो हमें पर्याप्त पोषण प्राप्त नहीं हो सकता। पर्याप्त पोषण के अभाव में शरीर की अपेक्षित वृद्धि एवं विकास अवरुद्ध हो जाता है एवं हीनता जनित रोग उत्पन्न हो जाते हैं। अपर्याप्त पोषण से शरीर निर्बल हो जाता है। रक्त की कमी हो जाती है। अस्थियों की वृद्धि एवं विकास की गति रुक जाती है। और शरीर के वनज में कमी आ जाती है नेत्रों की ज्योति में कमी आ जाती है। एवं पाचन सम्बन्धी रोग उत्पन्न हो जाता है अर्थात् भोजन में समस्त पौष्टिक तत्वों का समाहित होना आवश्यक होता है।

पौष्टिक तत्व - भोजन वह पदार्थ है जिसमें शरीर की विभिन्न क्रियों को करने हेतु पौष्टिक तत्व जैसे- प्रोटीन, वसा एवं वसीय अम्ल कार्बोहाइड्रेट खनिज लवण विटामिन एवं जल होते हैं। जो शरीर निर्माण, ऊर्जा उत्पादन एवं शरीर की विभिन्न रोगों से रक्षा करते हैं। मनुष्य प्रतिदिन जो भोजन ग्रहण करता है। उससे अलग-अलग भोज्य पदार्थ समाहित होते हैं। जिसमें अलग-अलग मात्रा एवं प्रकार के पोषक तत्व व्यक्ति के शरीर को मिल जाते हैं क्योंकि सभी प्रकार के भोज्य पदार्थों में पौष्टिक तत्वों की भिन्नता होती है। कुछ भोज्य पदार्थ किसी पोषक तत्व का उत्तम स्रोत होते हैं। तो साथ ही दूसरे पौष्टिक तत्वों की कमी होती है। किसी एक भोज्य पदार्थ में सभी पोषक तत्वों की एक साथ उपलब्धता नहीं होती है पौष्टिक तत्वों की सभी स्रोतों से प्राप्ति व्यक्ति को संतुलित आहार में ही मिल सकती है। संतुलित आहार से व्यक्ति को सुपोषण प्राप्त होता है जैसे व्यक्ति को अपने भोजन में अनाज, दालें, हरी सब्जियां, फल, मेवे, दूध इत्यादि को सम्मिलित करके भोजन को संतुलित किया जा सकता है जिससे व्यक्ति को उसकी अवश्यकतानुसार पौष्टिक तत्वों की प्राप्ति हो सके। पोषक तत्व वह पदार्थ है जो शरीर को समृद्ध बनाते हैं यह शरीर में ऊतकों का निर्माण करते हैं। शरीर की कोशिकाओं में होने वाली टूट-फूट की मरम्मत करते हैं। यह शरीर को ऊष्मा तथा ऊर्जा प्रदान करता है। और यही ऊर्जा शरीर को सुचारु रूप से चलने के लिये अत्यन्त आवश्यक होती है। शरीर के पोषण के लिये विभिन्न प्रकार के तत्वों की अलग-अलग क्रियाओं हेतु आवश्यकता होती है। शारीरिक पोषण के लिये दो तत्व बहुत ही आवश्यक हैं। ईंधन तत्व एवं शारीरिक बनावट एवं तन्तु वर्धक तत्व। शरीर को ऊर्जा प्रदान करने एवं शक्ति उत्पन्न करने का कार्य ईंधन तत्वों द्वारा पूर्ण किया जाता है। कार्बोहाइड्रेट, वसा और प्रोटीन के कुछ भाग ईंधन तत्व हैं। ऊर्जा प्रदान करने के साथ-साथ यह सभी ऊष्मा भी पैदा करते हैं। ऊर्जा और ऊष्मा पोषण के प्रतीक हैं। मानव एवं जीव-जन्तु क्रियाशील रहते हैं। क्रियाशीलता की अवस्था में उनके शरीर में कोशिकाओं में टूट-फूट होती रहती है। जोकि जीवधारियों के द्वारा ग्रहण किये गये भोजन में उपलब्ध पोषक तत्वों के माध्यम से पूर्ण होती हैं। जिन तत्वों से शरीर के अवयव 18 से 20 वर्ष की आयु तक बनते हैं उन्ही तत्वों से शरीर के ह्रास की पूर्ति होती है और साथ-साथ शरीर की वृद्धि भी होती है। शारीरिक कोशिकाओं की टूट-फूट एवं मरम्मत का कार्य भोजन से प्राप्त प्रोटीन के माध्यम से होती है ईंधन तत्व से कैलरी प्राप्त होती है। भोजन में विटामिन और खनिज तत्वों का विशेष महत्त्व है। अपितु कैलरी भी भोजन में अपना अलग महत्त्व रखती हैं। ईंधन तत्व ऊर्जा उत्पन्न करने पेशियों को क्रियान्वित करने में तथा शरीर के विभिन्न अंगों के कार्य में अपना योगदान प्रदान करते हैं। शरीर की कुछ क्रियायें ऐसी हैं जो शिथिल और सुसुप्त अवस्था में होती हैं इन क्रियाओं हेतु ईंधन तत्वों से शरीर को ऊर्जा ऊष्मा प्राप्त होती रहती है जो कैलरी नाम से जानी जाती हैं।

आहार का कार्बोहाइड्रेट वसा एवं प्रोटीन का लगभग 50 प्रतिशत भाग शरीर को ऊष्मा प्रदान करता है। कार्बोहाइड्रेट पचने के बाद शरीर में ग्लूकोज एवं ग्लाइकोजन के रूप में उपलब्ध होता है। प्रतिदिन के आहार में

प्रोटीन का आधा भाग ईंधन के रूप में खर्च होता है। विषम परिस्थितियों में जब शरीर का कार्बोहाइड्रेट एवं वसा समाप्त हो जाते हैं तब पेशियों का प्रोटीन घुल-घुल कर ऊष्मा प्रदान करता रहता है।

पोषण शरीर की आकृति एवं आकार को प्रभावित करता है जब कि वंशानुक्रम शारीरिक ढाँचे एवं बनावट की सीमा को निर्धारित करता है। वातावरण शरीर के आकार को अधिकतम सीमा तक बढ़ाने में सहायक या बाधक होता है। पोषण में भोज्य पदार्थों के परिवर्तन मात्र से ही बालकों की वृद्धि में अन्तर महसूस किया जा सकता है यदि प्रारम्भिक वृद्धिकाल में ही उचित पोषण का अभाव होता है तो शरीर का विकास अवरोधित हो जाता है और जीवन में पुनः ऐसा अवसर नहीं आता है कि उसकी पूर्ति की सम्भावना हो। इस प्रकार की अपूर्णता या दोष को दूर नहीं किया जा सकता। इस प्रकार की अपूर्णता में दोष पूर्ण आकृति अव्यवस्थित दाँत इत्यादि कमियाँ देखने को मिलती हैं जिनको सुधारा नहीं जा सकता। कई प्रकार के रोगों को जैसे अवरोधक क्षमता की कमी, पोषण की न्यूनता जनित रोग जैसे- अनीमिया, स्कर्वी, बेरी-बेरी आदि को पर्याप्त एवं पोषण युक्त भोज्य पदार्थों के द्वारा दूर किया जा सकता है।

संतुलित आहार - संतुलित आहार वह भोजन है। जिसमें सभी पौष्टिक तत्त्व उचित अनुपात में उपस्थित हो। जितना कि एक व्यक्ति को एक दिन में आवश्यकता है। संतुलित आहार से हमारे शरीर को आवश्यक व उचित मात्रा में ऊष्मा उत्पादक तोड़-फोड़ की मरम्मत करने वाली शरीर की क्रियाओं को संचालित और निरोग करने वाले पौष्टिक तत्त्वों की उचित भोज्य पदार्थों के द्वारा प्रतिदिन प्राप्ति होती है अर्थात् सभी भोज्य घटक संतुलित मात्रा में तथा शरीर की आवश्यकता अनुसार आहार में उपस्थित हों आहार को संतुलित करने के लिये उत्तम साधनों के उचित प्रयोग से भोज्य पदार्थों का आहार में उपस्थित होना आवश्यक है।

शरीर को शारीरिक वृद्धि, मानसिक वृद्धि, रोगों से शरीर की रक्षा, रोग प्रतिरोधक क्षमता तथा शारीरिक संस्थानों पर नियंत्रण रखना संतुलित आहार का उद्देश्य होता है। संतुलित आहार को अत्यन्त उत्तम आहार माना जाता है मानव स्वास्थ्य के अनुसार भोजन में उचित मात्रा में प्रोटीन, वसा, कार्बोहाइड्रेट, खनिज लवण तथा जल व विटामिन्स का भोजन में उपस्थित रहना अनिवार्य है। संतुलित आहार में स्त्री एवं पुरुष वर्ग के लिये अलग-अलग पोषक मूल्य होते हैं किसी भी व्यक्ति का संतुलित आहार उसकी आयु, लिंग, शरीर का आकार, कार्य एवं परिश्रम, मौसम एवं जलवायु पर निर्भर करता है।

स्वास्थ्य - शारीरिक, मानसिक, सामाजिक रूप से पूर्णता: बिना किसी परेशानी के होना स्वास्थ्य कहलाता है। स्वास्थ्य का अर्थ अलग-अलग लोगों के लिये अलग-अलग होता है लेकिन सार्वजनिक या सार्वभौमिक दृष्टिकोण की बात करें तो अपने आप को स्वस्थ कहने का अर्थ है अपने जीवन की सामाजिक, शारीरिक, भावनात्मक, परिस्थितियों के साथ सफलता पूर्वक सामंजस्य बनाये रखने की क्षमता। आज के समय में अपने आप को स्वस्थ रखने के लिये बहुत सारी तकनीक उपलब्ध हो चुकी हैं। स्वस्थ व्यक्ति रोज मर्रा की गतिविधियों से निपटने के लिये क्षमता रखता है।

विश्व स्वास्थ्य संगठन के अनुसार स्वास्थ्य की परिभाषा निम्न प्रकार है - स्वास्थ्य सिर्फ रोग या दुर्बलता की अनुपस्थिति ही नहीं बल्कि एक पूर्ण शारीरिक, मानसिक और सामाजिक खुशहाली की स्थिति है।

आयुर्वेद में आचार्य चरक के अनुसार स्वास्थ्य की परिभाषा निम्न प्रकार से है जिस व्यक्ति का मांस ६ मातृ समप्रमाण में हो, जिसका शारीरिक गठन समप्रमाण में हो जिसकी इन्द्रियां थकान से रहित सुदृढ़ हों, रोगों का बल जिसको पराजित न कर सके जिसका शरीर भूख, प्यास, धूप शक्ति को सहन कर सके जिसका शरीर

व्यायाम को सहन कर सके जिसकी पाचन शक्ति समावस्था में कार्य करती हो जिसके शरीर में चय-उपचय क्रियाएँ समान होती हो ऐसे लक्षणों वाले व्यक्ति को आचार्य चरक ने स्वस्थ माना है।

स्वास्थ्य का आधुनिक दृष्टिकोण- स्वास्थ्य की देखरेख का आधुनिक दृष्टिकोण आयुर्वेद के समग्र दृष्टिकोण के विपरीत हैं अलग-अलग नियमों पर आधारित है और पूरी तरह से विभाजित है। आधुनिक युग में मानव शरीर को एक मशीन का दर्जा दिया गया है। शरीर के विभिन्न अंग विभिन्न पुर्जों के रूप में विद्यमान माने जाते हैं। रोगों को शरीर रूपी मशीन के पुर्जों की खराबी के रूप में देखा जाता है। देह की विभिन्न प्रक्रियाओं को जैवकीय एवं आणविक स्तर पर समझा जाता है। मूल रूप से स्वास्थ्य के विभिन्न घटक हैं - शारीरिक स्वास्थ्य, मानसिक स्वास्थ्य, भावनात्मक स्वास्थ्य, सामाजिक स्वास्थ्य, संज्ञानात्मक स्वास्थ्य, आध्यात्मिक स्वास्थ्य एवं सांस्कृतिक स्वास्थ्य। शारीरिक रूप से पूर्णतया: सही होना सभी तरह से रोगों से मुक्त होना शारीरिक रूप से स्वस्थ होना है उचित आहार योजना एवं सभी तरह के पोषक तत्वों के माध्यम से शरीर को पूर्णतः स्वस्थ रखा जा सकता है। व्यक्ति का मानसिक और भावनात्मक स्वास्थ्य भी ठीक होना आवश्यक होता है। हमारा मानसिक स्वास्थ्य मूल रूप से जिस तरह से हम महसूस करते हैं। अलग-अलग परिस्थितियों सोचते हैं और स्थिति को नियंत्रित करते हैं। अच्छे एवं नियंत्रित मानसिक स्वास्थ्य हेतु व्यक्ति को योगा व्यायाम एवं मेडीटेशन इत्यादि का सहारा लेना चाहिये। अच्छी एवं सकारात्मक विचारधारा अपनानी चाहिये एवं तनाव मुक्ति रहना चाहिये सामाजिक स्वास्थ्य का तात्पर्य अच्छी व्यवहार कुशलता है। समाज एवं व्यक्ति के बीच आपसी मेल जोल सामाजिक स्वास्थ्य को इंगित करता है सामाजिक स्वास्थ्य समाज में अपने दोस्तों, पड़ोसियों, रिश्तेदारों और अन्य लोगों के साथ पारस्परिक सम्बन्धों को संवारने और बनाये रखने की क्षमता रखता है। सामाजिक स्वास्थ्य उचित रूप से कार्य करने और विभिन्न सामाजिक परिस्थितियों के अनुकूल होने के लिये किसी किसी व्यक्ति की क्षमता दर्शाता है। सामाजिक स्वास्थ्य हेतु प्रभावी संचार कौशल, प्रभावी रूप से संवाद करना, मैत्री पूर्ण एवं सकारात्मक विचार एवं व्यवहार, क्रोध प्रबन्धक की कला, सामाजिक समारोह में सहभागिता एवं अच्छे श्रोता होना आवश्यक होता है। जब एक व्यक्ति का मस्तिष्क सभी मानसिक प्रक्रियों को कुशलता से निष्पादित करता है तो वह व्यक्ति संज्ञानात्मक रूप से स्वस्थ माना जाता है आध्यात्मिक स्वास्थ्य को बनाये रखने के लिये व्यक्ति को समय पर आत्म निरीक्षण एवं अपने विचारों पर ध्यान केन्द्रित करना चाहिए। योगा, प्रार्थना, ध्यान एवं गहरी श्वास लेने का अभ्यास करना चाहिए। सांस्कृतिक स्वास्थ्य मूलरूप से एक शिक्षा अनुशासन है जो उचित सांस्कृतिक सूचनाओं के बारे में शिक्षित करता है। यह अन्तर सांस्कृतिक क्षमता को संदर्भित करता है जो प्रभावी सांस्कृतिक संचार स्थापित करने के लिये आवश्यक है।

स्वास्थ्य का निर्धारण आनुवांशिकता वातावरण, जीवन शैली, सामाजिक आर्थिक स्थिति, शिक्षा, व्यवसाय, राजनैतिक व्यवस्था एवं स्वास्थ्य सेवायें इत्यादि के द्वारा होता है।

प्रत्येक व्यक्ति को मानसिक एवं शारीरिक गुण कुछ हद तक उसके गुण सूत्रों की प्रगति से निश्चित होते हैं जोकि अभिभावकों के गुणसूत्रों के संयोग से संतान को प्राप्त होते हैं। गुणसूत्रों की संरचना बाद में परिवर्तित नहीं होती हैं गुणसूत्रों की खराबी बहुत सी बीमारियों को उत्पन्न करती हैं जैसे- हीमोफीलिया, चयापचय सम्बन्धी रोग इत्यादि। अतः स्वास्थ्य की स्थिति गुणसूत्रों की संरचना पर निर्भर करती है।

हिप्पोक्रेट्स पहले विचारक थे जिनका मानना था कि मौसम जल एवं भोजन व हवा का प्रभाव व्यक्ति के स्वास्थ्य पर अपना असर दिखाता है शारीरिक घटक, जीव वैज्ञानिक घटक, मानसिक व सामाजिक घटक एक व्यक्ति के स्वास्थ्य को प्रभावित करते हैं। जिसका सीधा प्रभाव व्यक्ति या मानव जीवन पर होता है।

वातावरणीय अनुकूलता होने पर व्यक्ति अपनी शारीरिक व मानसिक क्षमताओं का भरपूर प्रयोग कर सकता है।

स्वस्थ रहने के लिये स्वस्थ जीवन शैली की आवश्यकता होती है पौष्टिक भोजन, पर्याप्त नींद, शारीरिक गतिविधियाँ, व्यायाम, योगा इत्यादि के माध्यम से स्वस्थ रहा जा सकता है। स्वास्थ्य में प्रत्येक व्यक्ति की जीवन शैली एवं इसको निश्चित करने वाले कारक शामिल होते हैं। वर्तमान दिनों में स्वास्थ्य समस्याओं को विशेषतया विकासशील देशों में परिवर्तित जीवन शैली के साथ जोड़कर देखा गया है।

समाजिक, आर्थिक स्थिति भी व्यक्ति के स्वास्थ्य को प्रभावित करती हैं। व्यक्ति की सामाजिक आर्थिक स्थितियों को आर्थिक स्तर, शिक्षा एवं व्यवसाय प्रभावित करते हैं। आर्थिक स्तर शिक्षा एवं व्यवसाय परस्पर जुड़े हुए हैं। व्यक्ति की जीवन यापन सम्बन्धी गुणवत्ता, रहन सहन का स्तर, क्रय क्षमता एवं सुविधाओं का उपभोग उसके आर्थिक स्तर पर निर्भर करता है निम्न जीवन स्तर एवं उच्चस्तरीय जीवन दोनों में रोगों की सम्भावना होती है। पर उनका कारण अलग-अलग होता है। निम्न स्तरीय परिवार पोषण की कमी के कारण बीमारी से ग्रसित होते हैं वहीं उच्चस्तरीय परिवार अनुचित जीवन शैली के कारण रोगों का शिकार होते हैं। इस प्रकार सामाजिक आर्थिक स्तर व्यक्ति के स्वास्थ्य को प्रभावित करता है। शिक्षा भी स्वास्थ्य के देखरेख के स्तर को प्रभावित करती है। शिक्षित एवं अशिक्षित नारी के जीवन यापन का तौर तरीका अलग-अलग होता है। शिक्षित नारी परिवार के व्यक्तियों के स्वास्थ्य एवं रहन सहन के प्रति सजग होती हैं एवं समस्याओं को उत्पन्न होने से बचाती हैं। व्यवसाय भी स्वास्थ्य से जुड़ा हुआ है। कामकाजी एवं सम्पन्न परिवारों में स्वास्थ्य सम्बन्धी समस्याएँ कम पायी जाती हैं क्योंकि व्यक्ति रहन सहन के स्तर एवं जीवन शैली में सामञ्जस्य बनाकर रखता है एवं मानसिक व सामाजिक स्वास्थ्य भी ठीक रखता है।

स्वास्थ्य सेवायें – स्वास्थ्य सेवाओं का लक्ष्य लोगों के स्वास्थ्य का स्तर सुधारना है। परिवार एवं स्वास्थ्य कल्याण सेवायें, सामुदायिक एवं व्यक्तिगत स्वास्थ्य सेवायें मानव जीवन को स्वास्थ्य सम्बन्धी सहायता प्रदान करने में सहायक होती हैं। ये सभी सेवायें बीमारी का इलाज एवं उनकी रोकथाम एवं स्वस्थता को बढ़ावा देने में सहायक हैं। स्वास्थ्य सम्बन्धी जानकारी भी एवं प्रथमिक उपचार व रोकथाम सम्बन्धी जानकारी भी प्रसारित करती है। सरकारी अस्पतालों में बीमारियों की जाँच व इलाज मुफ्त इलाज मुहैया कराये जाते हैं।

यदि हम स्वयं को स्वस्थ व दुरुस्त रखते हैं तो हम दैनिक जीवन के दबावों का सामना करने के लिये शारीरिक एवं मानसिक व सांवेगिक रूप से अच्छी तरह से तैयार रहते हैं। हमारी सांसों का प्रतिरूप हमारी मानसिक सांवेगिक स्थिति को परिलक्षित करता है।

राष्ट्रीय पोषण सप्ताह प्रतिवर्ष 1 से 7 सितम्बर को प्रतिवर्ष मनाया जाता है। इस अभियान का मुख्य उद्देश्य स्वास्थ्य के लिये पोषण के महत्त्व के बारे में जागरूकता पैदा करना है क्योंकि पोषण उत्पादकता, आर्थिक विकास तथा राष्ट्रीय विकास पर इसका दूरगामी प्रभाव पड़ता है। भारत जैसे विकासशील देश की मुख्य समस्याओं में से एक है कुपोषण। कुपोषण से एक तिहाई से अधिक बच्चों की मृत्यु हो जाती है। सम्पूर्ण विश्व में तीन कुपोषित बच्चे में से एक बच्चा भारत का होता है कुपोषण का मनुष्य के स्वास्थ्य एवं विकास पर प्रतिकूल प्रभाव पड़ता है।

वर्तमान समय में पोषण सम्बन्धी जानकारी एवं जागरूकता से भारतीय मानव को अवगत कराना आवश्यक है सरकार द्वारा पोषण सम्बन्धी जागरूकता हेतु प्रयास किये जा रहे हैं। “मिड-डे मील” प्रोग्राम पोषण स्तर (बालकों हेतु) में सुधार सम्बन्धी योजना के लिए एक प्रयास है। आधुनिक समय में सोशल मीडिया, इंटरनेट के माध्यम से व्यक्तियों को अपनी समस्याओं की जानकारी उपलब्ध हो जाती है एवं भोज्य पदार्थों से प्राप्त होने

वाले पोषण सम्बन्धी जानकारी उपलब्ध होने एवं उनको उपयोग में लाने का तौर तरीका सम्बन्धी ज्ञान प्राप्त हो जाता है। सूचना क्रान्ति विभिन्न प्रकार की जानकारी मानव तक पहुँचाने में सफल भूमिका निभा रहा है परन्तु इस बात से भी इंकार नहीं किया जा सकता है कि इन सभी जानकारियों का दुरुपयोग भी मानव द्वारा किया जाता है सूचना क्रान्ति के माध्यम से चिकित्सा, शिक्षा, मनोविज्ञान, कला, औद्योगिक क्षेत्रों में भरपूर जानकारी को प्राप्त किया जा सकता है और हम लाभान्वित हो सकते हैं।

सन्दर्भ

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सूचना प्रौद्योगिकी एवं मीडिया में हिन्दी : एक विमर्श

जीत सिंह

सारांश

वर्तमान युग सूचना प्रौद्योगिकी एवं मीडिया का प्रगतिशील युग है। सूचना अनेक स्रोतों से संकलित एवं प्रसारित की जाती हैं। प्रिन्ट मीडिया और इलेक्ट्रॉनिक मीडिया दोनों ही सूचना क्रान्ति के सशक्त माध्यम हैं इन दोनों माध्यमों ने वर्तमान में सम्पूर्ण विश्व को एकता के सूत्र में बाँध दिया है। सम्पूर्ण विश्व सांस्कृतिक आदान-प्रदान की प्रक्रिया के साथ-साथ हिन्दी भाषा विनिमय की प्रक्रिया से भी जुड़ गया है, अकेले भारत में ही सरकारी उत्पाद के साथ-साथ निजी कम्पनियों का उत्पाद और विदेशी कम्पनियों का उत्पाद भारत के बाजारों में प्रभावी बन गया है। सर्व विदित है कि सूचना प्रौद्योगिकी ने जनमानस की जगारूकता, भिन्नता, सूचना संग्रहण, मानसिक मूल्यांकन, प्रयोगधर्मिता, आर्थिक एवं सामाजिक विकास, उत्पादन के प्रति रुझान निर्माण के विविध स्रोत उपलब्ध कराए हैं।

इलेक्ट्रॉनिक माध्यम के अन्तर्गत रेडियो एक विशिष्ट सस्ता एवं सुलभ, पुरातन साधन है जो शब्द की श्रवणीयता की गहरी पहचान देता है इतना ही नहीं वह मुद्रित माध्यम की अपेक्षा अधिक तीव्रता से देश के आन्तरिक क्षेत्रों तक संदेश पहुँचाने में अधिक समर्थ हुई है। पुरातन समय में ट्रांजिस्टर सूचना क्रान्ति का ऐसा कदम था जिसने रेडियो को आम जनता की क्रयशक्ति के अनुरूप बना दिया। यह सत्य है कि 21वीं सदी के पूर्वार्द्ध में ही रेडियो क्रान्ति एवं सूचना क्रान्ति में आमूल चूल परिवर्तन किया था जो आज भी संगीत नाटक रूपक वार्ता और विभिन्न प्रकार के मनोरंजन के क्षेत्र में जनता के वर्ग में अपनी भूमिका स्थापित कर चुकी है। संगीत कला, नाटक, रूपक, स्वास्थ्य एवं परिवार कल्याण, कृषि खेलकूद एवं एफ.एम. के अतिरिक्त चुनाव प्रचार के क्षेत्र में अपना योगदान दिया है।⁽¹⁾

सूचना प्रौद्योगिकी में क्रान्ति का दूसरा प्रमुख स्रोत दूरदर्शन है। दूरदर्शन के द्वारा संचार का श्रुत्य-दृश्य का माध्यम है जो समाज में अधिक पसंद किया जाने वाला संचार का साधन बना। आज भारत में दूरदर्शन के लगभग 35 सैटेलाइट चैनल हैं जिसके 20 दूरदर्शन चैनल हैं, जो बहु-उद्देशीय, बहुभाषी एवं बहुआयामी है इसमें सम्पूर्ण विश्व उपग्रह नेटवर्क से समाचार, खेलकूद, संगीत, शिक्षा एवं मनोरंजन के क्षेत्र में अपने मन की पिपासा एवं जिज्ञासा का शान्त करते हैं।

जनसंचार प्रौद्योगिकी के क्षेत्र में मल्टीमीडिया की अवधारणा के साथ कम्प्यूटर सूचना तकनीक का नवीनतम माध्यम ही है। यह वास्तव में एक ऐसा एकीकृत अभिकलन परिवेश है जो आंकड़ों के विविध प्रारूपों को ग्रहणकर सही तथा शीघ्र आकलन करता है। कम्प्यूटर द्वारा विषय वस्तु, सजीव चित्रण रेखीय ग्राफिकयत, ध्वनियाँ एनीमेशन एवं दृश्य तत्त्व सभी की प्राप्ति हमें यथास्थान प्राप्त हो जाती है। इन्टरनेट ने तो मल्टीमीडिया में अपनी एसोसिएट प्रोफेसर, हिन्दी, कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर

अलग ही धूम मचा दी है। इन्टरनेट ने सम्पूर्ण विश्व को बहु-उद्देशीय एवं बहु-आयामी के नए आयाम दिए हैं इसी के फलस्वरूप आज अनेक विश्वविद्यालयों एवं शिक्षण संस्थानों में कम्प्यूटर माध्यम से शिक्षण दिया जाता है दूरस्थ शिक्षा के लिए भी यह एक उपयुक्त माध्यम है। वर्तमान में मल्टीमीडिया सुविधाओं को व्यापक जनसमुदाय तक पहुँचाते हुए सूचनाओं को इलैक्ट्रॉनिकीकरण किया जा रहा है। दूरस्थ शिक्षा के लिए यह एक उपयुक्त माध्यम है जिसके कारण आनलाईन आरक्षण, आनलाईन लाईसेंस, नवीनीकरण आनलाईन मल्टीमीडिया के रूप में सूचना प्रौद्योगिकी नवीनतम एवं प्रोन्नत रूप परिलक्षित हो रहा है जैसे- टैलैक्स, टेलीप्रिन्टर, ब्राडबैंड, विडियोफोन, फैक्स, केवल टी.वी., ब्लॉग, हाईस्पीड मेल सर्विस, ईमेल, सैलूलर, पेजर, टेली क्राफैसिंग आदि। (2)

ब्लॉगिंग न्यूमीडिया की अद्वितीय परिघटना के रूप में स्वेच्छा से स्वीकार हो रही है। इन्टरनेट के प्रभावशाली अनुप्रयोग ब्लॉगिंग ने आम लोगों की अभिव्यक्ति और रचनात्मकता को ठोस और सार्थक मंच दिया है। यह एक ऐसा मंच है जिसमें अभिव्यक्ति किन्हीं सीमाओं, वर्जनाओं, आचार संहिताओं या अनुशासन में कैद नहीं है।

ब्लॉगिंग का शाब्दिक अर्थ है- चिट्ठाकारी अर्थात् बेलग या बेलग लपाट का सीधा साहित्य जो मानव के अन्तर्गत का काम करता है। ब्लॉग से अभिप्राय ऐसी डायरी से है जो कि नोटबुक में नहीं बल्कि इंटरनेट पर रखी जाती है। यह एक ऐसी डायरी है जो अपनी स्वयं की नहीं बल्कि सब की है। अर्थात् निरन्तर रची जा रही है विधाओं के दस्तावेज का एक ऐसा प्रयास है जो व्यक्तिगत होते हुए भी सामाजिक है। (3)

अब पाठक का लक्ष्य भी तीव्रगति से बदल रहा है आज का पाठक कलेवा पत्रकारिता से करता है दोपहर का भोजन साहित्यकार की दिनचर्या भिन्न होती है और होनी भी चाहिए वह सुबह सुविचारों से, दोपहर उसके शोध चिन्तन से तथा रात्रि उसके सुखद परिणाम से व्यतीत होनी चाहिए।

ब्लॉग को सामग्री किसी पृष्ठ संख्या की सीमा नहीं है यह अनन्त और अन्तहीन हो सकती है या चार शब्दों की भी हो सकती है लेकिन यह सत्य है कि यह बहुआयामी और बहुस्तरीय हो सकती है। ब्लॉग किसी प्रबन्धन तंत्र की नियन्त्रण में नहीं है और न ही किसी सम्पादक की सहमति की आवश्यकता इसलिए ब्लॉगों की भाषा बोली बन्धन से अलग है। यह विधा तो रीति मुक्त कवि घनानन्द के काव्य साहित्य की तरह है। (4)

वीडियोफोन प्रणाली ऐसी व्यवस्था है जिसमें व्यक्ति की आवाज ही नहीं बल्कि उसका चित्र भी देखा जा सकता है इस प्रक्रिया में एक कैमरा और वीडियो स्क्रीन जुड़ी होती हैं। टेलीफोन मिलते ही कैमरा चालू हो जाता है और विद्युत संकेतों के माध्यम से आवाज और चित्र लक्ष्य व्यक्ति तक पहुँचाए जाते हैं। टेलीकाफ्रैसींग से दो या दो से अधिक स्थानों पर तीन या तीन से अधिक व्यक्ति आपस में विचार विमर्श कर सकते हैं। (5)

सोशल मीडिया ने हिन्दी साहित्य को एक नया क्षितिज प्रदान किया है खासकर फेसबुक ने लोगों के सामने एक विस्तृत कैनवास रख दिए और सबने अपने मनमाने रंगों से इसे सजाना शुरू किया। जो आज भी जारी है। इसमें भला साहित्यकार क्यों पीछे रहते उन्होंने भी अपने शब्दों में रग भरे इस पर बेशुमार। विशेषतः ऐसे साहित्यकार जो हिन्दी साहित्य में मठाधीशी के शिकार रहे या फिर किसी तरह की गुटबाजी में कभी नहीं रह पाए उन्हें अपना साहित्य एक विशाल पाठकवर्ग तक पहुँचाने का सुनहरा अवसर सोशल मीडिया ने उपलब्ध कराया।

नहीं होता तो मैं और अन्य प्रतिभाएँ जो इसके माध्यम से लगातार परवान चढ़ रही हैं, गुमनामी के अंधेरे में ही कहीं दफन हो जाती। आभारी हूँ मैं फेसबुक की जैसा कि मैंने देखा और समझा फेसबुक ने संपूर्ण साहित्यिक जगत को एक मंच पर ला दिया है। आज लेखक/कवि अपने पाठकों के नजदीक पहुँच रहे हैं। पाठक उनसे उनकी रचनाओं के बारे में बिना किसी बाधा के बातें कर रहे हैं। इतना ही नहीं साहित्यकारों, संपादकों तथा

प्रकाशकों की आपसी दूरियाँ कम हुई हैं सभी एक दूसरे को समझने की कोशिश कर रहे हैं। यह एक ऐसा सुखद बदलाव है जो साहित्य के सुनहरे भविष्य के प्रति आश्वस्त करता है।

सोशल मीडिया का ही एक परिष्कृत रूप है प्रतिलिपि डॉट कॉम जो आज एक साथ साथ भारतीय भाषाओं के साहित्य को लगभग दो करोड़ पाठकों तक लगातार पहुँचा रहा है और यह सब हो रहा है फेसबुक के माध्यम से ही।

हिंदी साहित्य में हमेशा से ही सुनने में आ रहा है कि साहित्य के पाठक निरंतर कम हो रहे हैं लेकिन, प्रतिलिपि पर प्रकाशित साहित्य के पाठकों की बड़ी संख्या इस भ्रम को तोड़ रही है। आज लोग पढ़ रहे हैं और खूब पढ़ रहे हैं वह भी अपनी भाषा में (बचपन से अंग्रेजी माध्यम में पढ़े युवाओं की बड़ी संख्या है प्रतिलिपि पाठक के रूप में) इतना ही नहीं मुझे अपने काम के दौरान कुछ ऐसे प्रसंगों से दो-चार होना पड़ा है कि अगर उसका जिक्र न करूँ तो यह लेख पूर्ण नहीं होगा किसी तकनीकी दोष के कारण कुछ पाठक ओपन कर नहीं पढ़ पा रहे हैं। (6)

वाट्स एप, यूट्यूब और ट्वीटर पर अपनी तरह से साहित्य का प्रचार-प्रसार हो रहा है। वाट्स एप ग्रुप में साहित्यसार एक-दूसरे की रचनाएँ पढ़ उनकी खूबियों-खामियों पर चर्चा कर स्वयं को मांज रहे हैं तो दूसरी ओर ट्वीटर पर पाठकगण अपने प्रिय लेखकों के विचार पढ़ प्रत्युत्तर भी दे रहे हैं। यूट्यूब पर भी कहानियों और कविताओं के कई ऑडियो-वीडियो तैयार हो रहे हैं। जिन्हें देखने-सुनने वाले भी बहुतायत में हैं।

यह निःसंदेह कहा जा सकता है कि सोशल मीडिया आज साहित्य प्रचार-प्रसार में बहुत बड़ी भूमिका निभा रहा है जो निश्चित रूप से साहित्य और साहित्यकार दोनों के लिए समान रूप से लाभकारी। (7)

हिंदी साहित्य केवल चेहरा नहीं है बल्कि देश, दुनिया, समाज, व्यवस्था व्यक्ति, मजदूर, मजबूर, दिव्यांग सहित चर-चराचर के एक-एक चेहरे की झुर्रियों को पढ़ने, रचने, व्यक्ति करने, व्यंजित करने का नाम है। साहित्य सदैव अपने मुखड़े से अंतरे और आखिर तक बाँधकर रखने का नाम है समाज की धाराएँ जैसे-जैसे बदली हैं ठीक वैसे-वैसे ही साहित्य ने अपने कहने के अंदाज को बदला है मगर चेहरे के उस ठोसपन को बरकरार रखा है जहाँ तक सोशल मीडिया का सवाल है यह नए दौर का एक माध्यम भर है तकनीक पर आधारित चीज तकनीक जैसी ही हो सकती है। एक क्षण को चमत्कृत करेगी। दूसरे ही पल गायब होती जान पड़ेगी। गायब होने बनने के मध्य में साहित्य ही स्थाई है। इस स्थिरता के लिए कागज-कलम का संयोग बहुत जरूरी है। सशोल होकर लिखने वाले भी छपने के लिए छटपटाते हैं। छपने के बाद ही उनकी साहित्यिक श्रृंखला संभव है।

साहित्य में हलचल युगों से बनी रही है मेरे ख्याल से साहित्य का कोई भी ऐसा दौर नहीं रहा है जब साहित्यिक सुगबुगाहट ने एक हलचल न पैदा की हो? कभी किसी तरह का विवाद तो कभी अल्ट्रा-माडर्न लिटरेचर का प्रवेश तो कभी देश से बाहर जाकर लिखने या लौटने के बाद लिखने की बात ही क्यों नहीं रही हो। निर्मल वर्मा से लेकर बहुतेरे नाम गिनाए जा सकते हैं। रस्किन बॉण्ड आज भी लिख रहे हैं। स्नोवा बार्नो आज भी रहस्य में रहकर लिख रही हैं। पढ़ी जा रही हैं। पाठक पंसद कर रहे हैं मुझे नहीं लगता कि साहित्य में जगह बनाने के लिए किसी खास मंच का हिस्सा हो जाना जरूरी है कलम में नएपन की खुशबू ही सबसे जरूरी चीज है। शोर से साहित्य का रिश्ता है भी और नहीं भी है साहित्य ने सदैव समय के नब्ज को टोला है। उसी के अनुरूप अपने को रखा है। यह रखने वाले के ऊपर निर्भर करता है। कि वह उसे किस तरह से देखता है।

किसी रचना के कालजयी बने रहने की एक ही वजह हो सकती है वह है रचना में ठहराव और किस्सागोई। बाकी फलक चाहे जितना भी फैला लिया जाए। उसकी परिधि उसके पाठक ही होते हैं। युगों पहले जब

मशीन का आविष्कार नहीं हुआ था तब भी साहित्य था। माध्यम मुखमुद्रा थी समय के साथ इसका स्थान रेखाचित्रों ने ली, उसके बाद कागज ने आज सोशल माध्यम ने लेने की कोशिश की है। लेकिन उस कोशिश को तब झटका लग जाता है जब रचना के छपने और पाठक के हाथ में पहुँचने की बात आती है। साहित्य मेरे जीवन का आधार है यह न होता तो मेरी अपनी कोई पहचान ही न होती। मेरी रचना ही मेरे लोगों के बीच की कड़ी है।(8)

सोशल मीडिया और साहित्य को लेकर जब हम उन लोगों से मिले, चर्चा छेड़ी तो बहुत कुछ निथरकर सामने आया। वरिष्ठ लेखकों को एक वह वर्ग है जो इन माध्यमों पर बहुत ज्यादा सक्रिय है। जैसे मैत्रेयी पुष्पा, उदय प्रकाश, चित्रा मुद्गल, गंगाप्रसाद विमल, अर्चना वर्मा, सुधा अरोड़ा, कात्यायनी, हरवंश मुखिया, निरंजन श्रोत्रिय, मृदुला गर्ग, मंगलेश डबराल, रमेश उपाध्याय जैसे तमाम लेखकगण मौजूद हैं। इसके पक्षधर हैं। बहुतेरे ऐसे भी हैं जो दोनों को बराबरी के पलड़े में तौलते हैं। अनामिका, नामवर सिंह, राजेन्द्र यादव, सुशील सिद्धार्थ, विवेक मिश्र, सुधाकर अदीब, अजीत कुमार जैसे तमाम कलाकार ऐसा कहते हैं। अनामिका कहती है कि उस माध्यम पर सक्रिय नहीं हूँ लेकिन उसके दूसरे वर्जन को निरन्तर पढ़ती रहती हूँ। इससे नए-नए लोगों के तौर तरीके से कुछ नया आइडिया मिल जाता है। एक ऐसा वर्ग है जो साहित्य के इस मकड़जाल को स्वीकारता तो है लेकिन उससे सृजन की गंभीरा को नकारता है। कम समय में अधिक प्रसिद्ध होने की भावना को सही नहीं ठहराते हैं। अपने-अपने समय और दौर के उदाहरण से उनके चेहरे के भाव में एक गर्व दिखाई देता है। जैसे कुंवर नारायण, काशीनाथ सिंह, केदारनाथ सिंह, कृष्णा सोबती, राजेश जोशी, शेखर जोशी, नासिरा शर्मा, मन्नू भंडारी, कृष्णा शर्मा, ममता कालिया, नित्यानन्द तिवारी विश्वनाथ त्रिपाठी, रामदरश मिश्र, विष्णु खरे सहित अनगिनत नाम हैं जो इस माध्यम की मजबूरी को साहित्य की परिधि से जोड़कर नहीं देखते हैं बल्कि कलम की ताकत को स्वीकारते हैं।

निष्कर्ष

परिचर्चा के केन्द्र में टिप्पणी है 'प्रश्न एक, जवाब अनेक' के अंतर्गत सोशल मीडिया का अंतर्जालन एक अंतर्विरोध का भी कारण है यह विरोध वैचारिकी से लगायत सृजन की गहनता तक है। अपने-अपने समय की स्मृति में छिपे श्रम की अनुगूँज भी है। जिस दौर में छपने-छापने और पाठक तक पैठ बनाने में सालों लग जाते थे, उसी के दूसरे दौर में सब कुछ पलक झपकते हासिल हो जाने की लत ने श्रमशील कलम को कुंद किया है उस कुंदता से लेखक का एक समूह संतोष प्रकट करता है लेकिन अपने समय के स्वर्णिम पलों से नैनो के कोरों को भी भीगो लेता है।

सन्दर्भ

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सूचना प्रौद्योगिकी का शिक्षा पर प्रभाव

सुमन सिंह

सारांश

सूचना और संचार प्रौद्योगिकी जिसे आमतौर पर आईसीटी (ICT) कहा जाता है का प्रयोग अक्सर सूचना प्रौद्योगिकी (आई.टी.) के पर्यायवाची के रूप में किया जाता है लेकिन यह आमतौर पर अधिक सामान्य शब्दावली है, जो आधुनिक सूचना प्रौद्योगिकी में दूरसंचार (टेलीफोन लाईन एवं वायरलेस संकेतों) की भूमिका पर जोर देती है। आईसीटी में वे सभी साधन शामिल होते हैं जिनका प्रयोग कम्प्यूटर एवं नेटवर्क हार्डवेयर दोनों और साथ ही साथ आवश्यक सॉफ्टवेयर सहित सूचना एवं सहायता संचार करने के लिए किया जाता है दूसरे शब्दों में आई.सी.टी. (ICT) में आई.टी. (IT) के साथ-साथ दूरभाष संचार, प्रसारण मीडिया और सभी प्रकार के ऑडियो और वीडियो प्रक्रमण एवं प्रेषण शामिल होता है। इस अभिव्यक्ति का सबसे पहला प्रयोग 1997 में डेनिस स्टीवेंसन द्वारा ब्रिटेन की सरकार को भेजी गई एक रिपोर्ट में किया गया था एवं सन् 2000 में ब्रिटेन के नए राष्ट्रीय पाठ्यक्रम संबंधी दस्तावेजों द्वारा प्रचारित इसका प्रचार किया गया। अक्सर आईसीटी (ICT) का प्रयोग “आई.सी.टी. (ICT) रोड मैप” में उस मार्ग को सूचित करने के लिए किया जाता है जिसे कोई संगठन अपनी आईसीटी (ICT) जरूरतों के साथ अपनाएगा।

सूचना प्रौद्योगिकी आंकड़ों की प्राप्ति, सूचना संग्रह, सुरक्षा, परिवर्तन, आदान-प्रदान, अध्ययन, डिजाइन आदि कार्यों तथा इन कार्यों के निष्पादन के लिए आवश्यक कम्प्यूटर हार्डवेयर एवं सॉफ्टवेयर अनुप्रयोगों से संबंधित है। सूचना प्रौद्योगिकी कम्प्यूटर पर आधारित सूचना प्रणाली का आधार है। सूचना प्रौद्योगिकी वर्तमान समय में वाणिज्य और व्यापार का अभिन्न अंग बन गयी है। संचार क्रांति के फलस्वरूप अब इलेक्ट्रॉनिक संचार को भी सूचना प्रौद्योगिकी का एक प्रमुख घटक माना जाने लगा है और इसे सूचना एवं संचार प्रौद्योगिकी भी कहा जाता है, एक उद्योग के तौर पर यह एक उभरता हुआ क्षेत्र है।

सूचना प्रौद्योगिकी ने पूरी धरती को एक गाँव बना दिया है। इसने विश्व की विभिन्न अर्थव्यवस्थाओं को जोड़कर एक वैश्विक अर्थव्यवस्था को जन्म दिया है। यह नवीन अर्थव्यवस्था आधिकारिक रूप से सूचना के रचनात्मक व्यवस्था व वितरण पर निर्भर है इसके कारण व्यापार और वाणिज्य में सूचना का महत्व अधिक बढ़ गया है। सूचना क्रांति से समाज के सम्पूर्ण कार्यकलाप प्रभावित हुए हैं। शिक्षा, स्वास्थ्य, व्यापार, प्रशासन, सरकार, उद्योग, अनुसंधान व विकास, संगठन, धर्म आदि सब के सब क्षेत्रों में कार्याकल्प हो गया है। आज का समाज सूचना का समाज कहलाने लगा है।

आधुनिक युग विज्ञान का युग है। इस युग में व्यक्ति को अपने सभी क्रिया कलाप वैज्ञानिक ढंग से सम्पन्न करके अच्छे से अच्छा परिणाम प्राप्त करने की आकांक्षा होती है। इस समय मानव जीवन का प्रत्येक पक्ष असिस्टेंट प्रोफेसर, हिन्दी, राजकीय महिला महाविद्यालय, खरखौदा, मेरठ

वैज्ञानिक खोजों व आविष्कारों से प्रभावित है, तो भला शिक्षा का क्षेत्र प्रौद्योगिकी से प्रभावित हुए बिना कैसे रह सकता है।

सूचना और संचार प्रौद्योगिकी (ICT) के महत्व को मान्यता प्रदान करते हुए मानव संसाधन विकास मंत्रालय ने मिशन दस्तावेजों के अनुसार आई.सी.टी. का प्रयोग शिक्षा में एक उपकरण की भाँति किया है, जिसका उद्देश्य उच्च शिक्षा में वर्तमान नामांकन की दर जो 15 प्रतिशत है, को 11वीं योजना की समाप्ति तक बढ़ाकर 30 प्रतिशत करना है। मंत्रालय ने “सशक्त” नामक वेब पोर्टल भी प्रारम्भ किया है, जो “वन स्टॉप शिक्षा पोर्टल” है उच्च गुणवत्ता वाली ई-विषयवस्तु सभी विषय क्षेत्रों और विषयों पर ‘सशक्त’ में अपलोड की जायेगी। अनेक परियोजनाएँ समाप्ति की अवस्था पर हैं तथा इससे भारत के शिक्षण और अधिगम की व्यवस्था में आमूल परिवर्तन आने की सम्भावना है।

राष्ट्रीय शिक्षा मिशन में सूचना और संचार प्रौद्योगिकी (ICT) के माध्यम से किसी भी समय कहीं उच्च शिक्षा संस्थाओं में सभी विद्यार्थियों के लिए इंटरनेट पर उच्च गुणवत्ता वाले वैयक्तिक और सहसक्रिय ज्ञान माड्यूलों को उपलब्ध कराते हुए आई.सी.टी. की क्षमता का उत्थान करने के लिए एक केन्द्र द्वारा प्रायोजित योजना की परिकल्पना की गयी थी। जिसके अन्तर्गत उच्चशिक्षा में सकल नामांकन अनुपात में 5 प्रतिशत की वृद्धि तथा उच्च शिक्षा में पहुंच और गुणवत्ता सुनिश्चित करने के रूप में पर्याप्त हस्तक्षेप किया जा सकेगा।

मिशन के दो महत्वपूर्ण अवयव हैं (क) विषय वस्तु का सृजन तथा (ख) संस्थाओं और सीखने वालों के लिए पहुँच उपकरणों हेतु प्रावधान। इसका आशय डिजिटल अन्तर को कम करना है अर्थात् उच्च शिक्षा क्षेत्र में शहरी और ग्रामीण शिक्षकों/छात्रों की शिक्षा और अधिगम के प्रयोजनार्थ कम्प्यूटिंग उपकरणों के प्रयोग के कौशलों में अन्तर को कम किया तथा उन्हें सशक्त बनाया जो अब तक डिजिटल क्रान्ति से अछूते रहे हैं और ज्ञान अर्थव्यवस्था की मुख्य धारा में शामिल होने में समर्थ नहीं रहे हैं।

दूसरी ओर मिशन ललित समूहों के लिए उच्च गुणवत्ता वाली ई-विषय-वस्तु का निर्माण करेगा तथा साथ ही यह देश में 18000 से अधिक कॉलेजों की कम्प्यूटिंग अवसंरचना और संयोजनता में साथ-साथ विस्तार करेगा जिसमें राष्ट्रीय महत्व के लगभग 400 विश्वविद्यालयों/मानित विश्वविद्यालयों तथा संस्थाओं का प्रत्येक विभाग शामिल है। उच्च शिक्षा के आईसीटी के प्रयोग के लाभ को निम्न बिन्दुओं के माध्यम से स्पष्ट कर सकते हैं -

1. आई.सी.टी. का शिक्षकों द्वारा शिक्षण पद्धतियों में उपयोग, अनिवार्य रूप से पारम्परिक तरीकों की शिक्षण पद्धतियों में मामूली संवर्धन से लेकर उनके शिक्षण के दृष्टिकोण में अधिक मौलिक परिवर्तन करने के लिए किया जा सकता है। आई.सी.टी. का उपयोग प्रचलित शैक्षणिक पद्धतियों में सुदृढीकरण के साथ-साथ शिक्षकों और छात्रों के बीच संवाद के तरीके को सुदृढ करने के लिए किया जा सकता है।
2. शिक्षक के व्यावसायिक विकास में मदद के लिए सतत् और नियमित मदद आवश्यक है वह आई.सी.टी. के उपयोग के माध्यम से प्रदान की जा सकती है। (वेबसाइटों, चर्चा समूहों, ई-मेल समुदायों, रेडियों या टीवी प्रसारण के रूप में)
3. शिक्षण की सहायता के रूप में आई.सी.टी. की शुरूवात अक्सर एक बड़े परिवर्तन या सुधार प्रक्रिया का हिस्सा होती है, यह महत्पूर्ण है कि आई.सी.टी. के सफल प्रयोग की जानकारी को बढ़ावा दिया जाये तथा इसका फैलाव किया जाये।

4. आई.सी.टी. का शिक्षकों द्वारा शिक्षण पद्धतियों में उपयोग, अनिवार्य रूप से पारम्परिक तरीकों की शिक्षण पद्धतियों में मामूली संवर्धन से लेकर उनके शिक्षण के दृष्टिकोण में अधिक मौलिक परिवर्तन करने के लिए किया जा सकता है। आई.सी.टी. का उपयोग प्रचलित शैक्षणिक पद्धतियों के सुदृढ़ीकरण के साथ-साथ शिक्षकों और छात्रों के बीच संवाद के तरीकों को सुदृढ़ करने के लिए किया जा सकता है।
5. शिक्षक एक देश के मानव पूंजी के निर्माण में किए जाने वाले सर्वाधिक महत्वपूर्ण निवेशों के एक और एक ऐसा माध्यम है जो न केवल एक अच्छे साक्षर नागरिकों को गढ़ता है बल्कि एक राष्ट्र को तकनीकी रूप से नवाचारी भी बनाता है और इस प्रकार आर्थिक वृद्धि की दिशा में मार्ग प्रशस्त होता है। भारत के ऐसे अनेक कार्यक्रम और योजनाएँ जैसे मुफ्त और अनिवार्य प्राथमिक शिक्षा “सर्वशिक्षा अभियान”, राष्ट्रीय साक्षरता अभियान आदि शिक्षा प्रणाली में सुधार लाने के लिए सरकार द्वारा आरम्भ किए गये हैं।
6. शिक्षा के क्षेत्र में सूचना और संचार प्रौद्योगिकी के सर्वाधिक महत्वपूर्ण योगदानों में से एक है अधिगम्यता हेतु सरलता से प्राप्त संसाधन। सूचना और संचार प्रौद्योगिकी की सहायता से छात्र अब ई-पुस्तकें, परीक्षा के नमूने वाले प्रश्नपत्र, पिछले वर्षों के प्रश्न पत्र आदि देखने के साथ संसाधन व्यक्तियों, मेंटोर, विशेषज्ञों, व्यावसायिकों और साथियों से दुनिया के किसी भी कोने पर आसानी से सम्पर्क कर सकते हैं।
7. सूचना और संचार प्रौद्योगिकी ने एक शिक्षण माध्यम के रूप में एक त्रुटिहीन प्रेरक साधन के रूप में कार्य किया है, इसमें वीडियो, टेलीविजन, मल्टीमीडिया कम्प्यूटर सॉफ्टवेयर का उपयोग शामिल है, जिसमें ध्वनि और रंग निहित है। इससे छात्र सीखने की प्रक्रिया में गहराई से जुड़ते हैं।
8. शिक्षण में कम्प्यूटर आधारित शिक्षा तकनीकों का उपयोग भारत की प्रसिद्ध शिक्षा प्रणाली और संस्थाओं द्वारा अपनाया गया है। शब्दों और प्रतीकों की विविधता कम्प्यूटर की महान शक्ति है जो शैक्षणिक प्रयास का केन्द्र है। ई'-लर्निंग और दूरस्थ शिक्षा कार्यक्रम में ऑनलाइन शिक्षा के माध्यम से शिक्षण अधिक रोचक और आसान हो रहा है। इंटरनेट तथा वर्ल्ड वाइड वेब के माध्यम से शिक्षक अपने विद्यार्थियों तक पहुँच सकते हैं और उनको घर बैठे पढ़ा सकते हैं।
9. इंटरनेट मानव ज्ञान का एक उच्चतम संग्रह है। आई.सी.टी. डिजिटल पुस्तकालय जैसे डिजिटल संसाधनों के सृजन की अनुमति देता है, जहाँ विद्यार्थी, शिक्षक और व्यवसायी शोध सामग्री तथा पाठ्यक्रम सामग्री तक पहुँच सकते हैं।
10. आई.सी.टी. शैक्षणिक संस्था के दिन प्रतिदिन के प्रशासनिक गतिविधियों को आसान व पारदर्शी तरीके से नियन्त्रित करने तथा समन्वय और निगरानी के लिए अवसर प्रदान करते हैं। पंजीकरण/नामांकन, पाठ्यक्रम आबंटन, उपस्थिति की निगरानी, समय सारिणी/वर्ग अनुसूची, प्रवेश के लिए आवेदन, छात्रों के दाखिले में जाँच इस तरह की जानकारीयाँ ई-मीडिया द्वारा पाई जा सकती हैं।

निष्कर्षतः यह कहा जा सकता है कि आज के इस वैज्ञानिक युग में नवीन तकनीकों जैसे कम्प्यूटर, इंटरनेट, टेलीविजन, प्रोजेक्टर, ग्रामोफोन, टेपरेकर्डर, विडियो कैसेट आदि का बिना प्रयोग किये शिक्षा का सफल संचालन नहीं किया जा सकता है। अतः आज के युग में शिक्षा के बदलाव हेतु शिक्षकों को नवतकनीकी शिक्षा से प्रशिक्षित किया जाना अति आवश्यक है, जिससे वह विद्यार्थी को उपयुक्त एवं नवीन अनुसंधानों तथा खोजों की शिक्षा प्रदान कर सकें। इस प्रकार गुणवत्तायुक्त शिक्षा वर्तमान परिदृश्य की आवश्यकता है और प्रौद्योगिकी के विभिन्न मोड्स का प्रयोग इस आवश्यकता को पूर्ण करने में अत्यन्त सहायक है और संसाधनों एवं

सीमाओं को दृष्टिगत रखते हुए प्रौद्योगिकी के विभिन्न मोड्स शिक्षा के गुणात्मक उन्नयन में महत्वपूर्ण भूमिका रखते हैं।

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इक्कीसवीं सदी के सूचना युग में स्त्री अस्तित्व और अस्मिता की चेतना

आभा सिंह

सरांश

इक्कीसवीं सदी के सूचना युग का समय चक्र तीव्रता से अपनी धुरी पर घूम रहा है। परिवर्तन के शाश्वत स्वरूप में विविधताएँ जहाँ आई, वहीं उसके अनेक आयाम भी सामने आ रहे हैं। प्रकृति में फैली, पसरी प्रकृति की लीलाएँ मनुष्य के लिए सदैव चिंतन का विषय रही हैं। मनुष्य में प्राकृतिक घटनाओं को देखकर उसके चिंतन में एक महान शक्ति की कल्पना उत्पन्न हुई कि संसार को चलाने वाली कोई शक्ति है। इस शक्ति को जानने की चेतना मनुष्य में उत्पन्न हुई और स्त्री में भी। संचार वास्तव में हमारी रोजमर्रा की जिंदगी में एक प्रकार से जीवंत रक्त का प्रवाह करता है। अति सूक्ष्म स्तर पर, यह लोगों तक पहुंचकर, और भागीदारी से अथवा व्यवहार में बदलाव के जरिए उन्हें सक्रिय बनाकर विकास और सामाजिक बदलाव की प्रक्रिया की दिशा प्रदान करता है। इसी सूचना क्रांति से नारी में जन्मे विचार, नारी को न केवल स्वावलम्बी बनने की प्रेरणा नहीं दे रहे हैं बल्कि आदि काल से जो उसका शोषण और उत्पीड़न होता रहा है, उसके विरुद्ध संघर्ष करने की शक्ति प्रदान कर रहे हैं। स्वतंत्रता के 70 वर्षों में और 21वीं सदी में नारी ने यह प्रमाणित कर दिया है कि जैविक आधार पर उसे अब द्वितीय पायदान पर नहीं रखा जा सकता है और न ही हाशिए पर।

मानव समाज में संचार की व्यापक भूमिका है। यह प्रिंट अथवा श्रव्य-दृश्य प्रारूप में सूचना, मौखिक, गैर-मौखिक, शब्दों के आदान-प्रदान के लिये विभिन्न प्रणालियों के जरिए सामाजिक संबंधों की प्रक्रिया को प्रारंभ करता है। संचार वास्तव में हमारी रोजमर्रा की जिंदगी में एक प्रकार से जीवंत रक्त का प्रवाह करता है। अति सूक्ष्म स्तर पर, यह लोगों तक पहुंचकर, और भागीदारी से अथवा व्यवहार में बदलाव के जरिए उन्हें सक्रिय बनाकर विकास और सामाजिक बदलाव की प्रक्रिया की दिशा प्रदान करता है।

आज का यह सूचना युग आधुनिक वर्तमान युग का एक ऐतिहासिक परिवर्तन है जो निरन्तर विकास की ओर अग्रसर है। जो आधुनिक प्रबुद्ध एवं आम लोगों को नैतिक, सामाजिक और व्यक्तिगत आचरण के मूल्यों और प्रतिमानों के बारे में नये आधारों को चुनाने की स्वतंत्रता दे रहा है।¹ इस आधुनिकता का उद्देश्य एक अन्वेषण होना चाहिए जो मिथक से यथार्थता का बोध कराता हो।² इस संरचना में नये मूल्य, आदर्श, चिन्तन, मानसिकता की उत्पत्ति होती है जो सामूहिक व परिवार के विचारों से हटकर वैयक्तिक बन जाती है।³ और इस सूचना युग में जब हम महिला सशक्तिकरण की बात करते हैं तो जोर केवल महिलाओं को शक्ति देने पर ही नहीं

एसोसिएट प्रोफेसर, राजनीतिक विज्ञान, कु. मायावती राजकीय महिला स्नातकोत्तर महाविद्यालय, बादलपुर गौतमबुद्ध नगर

होता अपितु उन्हें मुख्य धारा में लाने पर होता है ताकि वे आर्थिक गतिविधियों में भागीदारी करें और विकास में योगदान करें।⁴ महिला सशक्तिकरण का अभिप्राय मात्र अबला से सबला बनाना नहीं है बल्कि उसके चहुँमुखी विकास से है। शाब्दिक अर्थों में महिला सशक्तिकरण का अर्थ महिलाओं का शक्ति सम्पन्न व साधन सम्पन्न होना है। शक्ति व साधन दोनों ही जीवन की गुणात्मकता से जुड़ी हुई अवधारणाएँ हैं। जीवन की गुणात्मकता व्यक्ति के जीवन स्तर, जीवन संतोश, सुख-समृद्धि, विकास व उन्नति के अवसरों का एक समग्र मूल्यांकन है।⁵ जिसे प्राप्त करने के लिए स्वयं के जीवन पर नियंत्रण, निर्णय क्षमता, संसाधनों का उचित उपयोग, सुरक्षा, वांछनीय शैक्षणिक व आर्थिक जीवन स्तर तथा विशेष रूप से अपने-आप को पहचानना और क्षमताओं व साधनों के अनुरूप अपनी उन्नति की ओर बढ़ना।⁶

आधुनिक औद्योगिकी संपन्न समाज संचार माध्यमों की सहायता से लोगों के जीवन और रहन-सहन में सुधार के लिये सम्प्रेषण शक्ति का उत्कृष्ट प्रयोग कर रहा है। वर्तमान युग में मानव जीवन और जनमाध्यमों के मिश्रण ने, समाज में बदलाव की एक अनिवार्य पूर्वपेक्षा, लोगों में भागीदारी की भावना जगाने के लिये जबरदस्त ताकत बढ़ाई है।

इन दिनों उन्नत संचार उपकरणों से सुसज्जित मास मीडिया, एक शक्तिशाली बल के तौर पर, हमारे जीवन और रहन-सहन, हमारे मनोभाव और धारणा पर गहरा प्रभाव डाल रहा है। आज के भारत में प्रिंट, दृश्य और इलेक्ट्रॉनिक मीडिया में एक प्रभावी संदेशवाहक और परिवर्तनकारी एजेंट के तौर पर, और इस तरह अलग-थलग पड़ी वंचित महिलाओं के एक बड़े हिस्से को विकास की मुख्य धारा से जोड़ने की व्यापक क्षमता है।

निःसंदेह, उपग्रह प्रौद्योगिकी के इस युग में संचार माध्यमों की दुनिया सार्वजनिक बहस, संवाद और आमना-सामना करने के लिये व्यापक किस्म के मंच प्रदान करता है। सोशल मीडिया ने समय, स्थान और सूचना के आदान-प्रदान की मात्रा की कोई परंपरागत सीमा से बाधित हुए बगैर, परस्पर सम्प्रेषण और जुड़ाव का एक नया मार्ग खोल दिया है।

सूचना संचार प्रौद्योगिकी के विकास ने सम्प्रेषण कवरेज के दायरे और पहुंच को और विस्तारित कर दिया तथा शिक्षा, औपचारिक तथा अनौपचारिक दोनों, कौशल विकास, क्षमता-निर्माण, वित्तीय समावेशन, स्वास्थ्य देखभाल आदि के लिये अवसर बढ़ा दिये हैं।

सूचना प्रौद्योगिकी और इक्कीसवीं सदी में स्त्री द्वारा अपने अस्तित्व और अस्मिता की चेतना -

आज के इस सूचना युग में इक्कीसवीं सदी के दस्तक देने पर नारी सोचने लगी है कि उसके जीवन का क्या अर्थ है? मात्र लड़की बने रहना। पत्नी बनना। बच्चों को जन्म देना और मां बनकर अपनी मां, दादी, नानी की तरह घर के पिंजरे में बंद हो जाना। वही खाना जो रोज मिलता है। वही बोली रोज सुनने को मिलती है। वही पति का तेवर, जो सदियों से संयुक्त परिवार में देखा गया, आज भी देखने को बहुत कुछ मिलता है। प्रश्न है क्या नारी का संसार बंधनों तक ही है? क्या इसके अतिरिक्त भी उसकी कोई दुनिया है? क्या परिवार से हटकर भी उसका कोई व्यक्तित्व है? उसकी समाज में कोई पहचान है और नहीं है तो क्यों? इस क्यों के अर्थ में नारी की अस्मिता और अस्तित्व जुड़ा है।

इक्कीसवीं सदी के सूचना युग का समय चक्र तीव्रता से अपनी धुरी पर घूम रहा है। परिवर्तन के शाश्वत स्वरूप में विविधताएँ जहां आई, वहीं उसके अनेक आयाम भी सामने आ रहे हैं। प्रकृति में फैली, पसरी

प्रकृति की लीलाएँ मनुष्य के लिए सदैव चिंतन का विषय रही हैं। मनुष्य में प्राकृतिक घटनाओं को देखकर उसके चिंतन में एक महान शक्ति की कल्पना उत्पन्न हुई कि संसार को चलाने वाली कोई शक्ति है। इस शक्ति को जानने की चेतना मनुष्य में उत्पन्न हुई और स्त्री में भी। इस चेतना ने व्यक्ति को कहीं आध्यात्मिक बना दिया। मीरा इसी का उदाहरण हैं और वैदिक युग की विदुषी नारियां भी।

इक्कीसवीं सदी की नारी चेतना, आर्थिक-सामाजिक व राजनीतिक परिवर्तनों तथा घटनाओं से उपजी है, जो सूचना युग की देन है। आज नारी की अस्मिता अपने उबाल पर है। नारी चेतना से जन्मे विचार नारी को केवल स्वावलम्बी बनने की प्रेरणा नहीं दे रहे हैं बल्कि आदि काल से जो उसका शोषण और उत्पीड़न होता रहा है, उसके विरुद्ध संघर्ष करने की शक्ति प्रदान करते हैं। यही कारण है कि नारी मुक्ति आन्दोलन समाज में अपना स्थान बना चुका है। वह इस पूंजीवादी व्यवस्था में देह-सौन्दर्य के सिद्धान्त के विरुद्ध खड़ी हुई है। आज के इस सूचना युग में नारी, प्रगतिशील और अर्थयुग में अपने अस्तित्व की पहचान कराने हेतु मर्दवादी समाज से संघर्ष कर रही है। वह पुरुष की तरह परिवार और समाज की इकाई है। आज के इस सूचना समाज के बदलते दौर में नारी यह एहसास कराने के लिए वह संघर्षरत है कि स्वतंत्रता के 70 वर्षों में और 21वीं सदी में नारी ने यह प्रमाणित कर दिया है कि जैविक आधार पर उसे अब द्वितीय पायदान पर नहीं रखा जा सकता है और न ही हाशिए पर। वह अगर सेना में अधिकारी बन सकती है तो पुलिस विभाग में आई.पी.एस. भी बन सकती है और आई.ए.एस. में टॉप भी कर सकती है। आज अंतर्राष्ट्रीय कम्पनियों में वह शीर्ष पदों पर है। राजनीति में मुख्यमंत्री के पद पर आसीन है। हम यह कह सकते हैं कि सामाजिक परिस्थितियों से जन्मी चेतना में नारी अस्मिता को एक ठोस पहचान दी है और अपने अस्तित्व की रक्षा के लिए वह स्वयं को सुदृढ़ कर रही है।

भारतीय राजनीति में महिलाओं की क्रियाशीलता बढ़ाने के लिए भारतीय संविधान में महिलाओं को आरक्षण प्रदान कर राजनीतिक विकास की ओर अग्रसर किया गया। अब स्त्रियों का राजनीतिक क्षेत्र में पर्दापण दायित्व बन गया। वह अपने अधिकारों की वास्तविक लड़ाई में खुद ही जागरूक और अग्रसर होने लगी। महिलाओं के राजनीतिक विकास और उनकी भागीदारी का इतिहास देखें, तो भारत की राजनीति में सर्वोच्च स्थान पर 'श्रीमती इंदिरा गांधी' का आसीन होना तथा राष्ट्रीय और अंतर्राष्ट्रीय क्षेत्र में 'श्रीमती विजय लक्ष्मी पंडित' और 'श्रीमती सरोजनी नायडू' का विशेष स्थान महिला जागृति का एक शुभ संकेत है।

भारत में कुछ महिलाओं ने स्वयं के बलबूते पर अपना राजनीतिक क्षेत्र बनाया, जिनमें सोनिया गांधी, सुषमा स्वराज, उमा भारती, ममता बैनर्जी, गिरिजाव्यास, मेनका गांधी, आदि प्रमुख हैं। इन महिलाओं ने अपनी प्रतिभा, सूझबूझ और लगन से राजनीति के क्षेत्र में सफलता हासिल की है।

अब तक हुए चुनावी आंकड़ों से पता चलता है कि सभी राजनीतिक क्षेत्र में हुए चुनावों में महिला उम्मीदवारों की उपेक्षा हुई है। वर्ष 1994 के लोकसभा चुनाव में कुल 284 महिला उम्मीदवार मैदान में थीं, जिसमें 49 महिलाओं ने जीत हासिल की थीं। वर्ष 2004 के चुनाव में 355 महिला उम्मीदवार मैदान में थीं, लेकिन उनमें केवल 45 महिलाएँ ही लोकसभा में पहुँच पाईं। इसी तरह वर्ष 2009 के लोकसभा चुनाव में 556 महिला उम्मीदवार चुनावी मैदान में थीं, जिनमें से 59 महिलाएँ 15वीं लोकसभा में अपनी जगह बना पाईं और आजादी के बाद यह सबसे बड़ा प्रतिशत था, जिसके बाद में दो महिलाएँ डिम्पल यादव लोकसभा मध्यावधि चुनाव 2012 में उत्तर प्रदेश के कन्नौज से और गिरिजा व्यास जून, 2013 में चुनकर आईं। इस तरह यह तादाद बढ़कर 161 हो गई। ज्ञात हो कि छठी लोकसभा में यह महिलाओं की भागीदारी केवल 3.8 प्रतिशत था, पहली

लोकसभा में यह केवल 4.4 प्रतिशत ही था। 13वीं लोकसभा में लगभग 9.2 प्रतिशत महिलाएँ लोकसभा में थीं और वर्ष 2009 में यह सबसे अधिक 10 प्रतिशत था। 16वीं लोकसभा में 61 महिला उम्मीदवार जीत कर पहुँची हैं। यह अब तक का सर्वाधिक आंकड़ा है। वर्तमान लोकसभा में पुरुषों की सफलता दर 6.4 फीसदी है, जबकि महिलाओं की सफलता दर 9.3 फीसदी है।

राजनीति में आने के साथ-साथ महिलाओं ने खेलों की दुनिया में भी अपना सितारा बुलंद किया है। महिलाओं का खेलों में आगे आने के लिये क्रांति लाने का पूरा श्रेय दो खिलाड़ियों सानिया मिर्जा और सायना नेहवाल को जाता है जिन्होंने टेनिस और बैडमिंटन में एक पूरी पीढ़ी को प्रेरित किया है। सानिया और सायना अपने-अपने खेल में नंबर वन बनी हैं और उनके नक्शे कदम पर चलते हुये कई लड़कियां इन खेलों में आगे आ रही हैं।

सानिया और सायना के साथ अब एक नाम महिला जिमनास्ट दीपा करमाकर का जुड़ गया है जिन्होंने अपने चपटे पांव होने की कठिनाई के बावजूद जिमनास्टिक में अपने लिए एक ऐसा मुकाम बना लिया है कि उनका नाम भारतीय खेल इतिहास के पन्नों में दर्ज हो गया है। दीपा 52 वर्षों बाद ओलम्पिक जिमनास्टिक में पहुंचने वाली पहली भारतीय महिला खिलाड़ी बनी और उन्होंने चौथा स्थान हासिल कर अपना नाम भारतीय खेलों के इतिहास में स्वर्णाक्षरों में दर्ज करा लिया। त्रिपुरा की दीपा अब भारतीय खेलों में अब एक ऐसा नया नाम बन गयी हैं जिन पर गर्व किया जा सकता है। यह कोई छोटी-मोटी उपलब्धि नहीं है बल्कि एक मील का पत्थर है।

वर्तमान सूचना समाज के युग में बदलाव की जरूरत

लंदन ओलंपिक में कांस्य पदक जीतने वाली पहली भारतीय बैडमिंटन खिलाड़ी बनीं सायना का कहना था कि उनकी सफलता से देश को नई प्रेरणा मिलेगी जो लड़कियों को खेलों में लाने के लिए आदर्श स्थान नहीं माना जाता है। सायना ने तब अमेरिकी पत्रिका टाइम को दिए साक्षात्कार में कहा था, 'भारत में मुझे लगता है कि लड़कियां कुछ शर्मीली होती हैं। वे घर से बाहर नहीं आती हैं और खेलों में नहीं उतरती हैं लेकिन मैं उम्मीद करती हूँ कि मेरी इस सफलता से सोच बदलेगी और ज्यादा से ज्यादा लड़कियां खेलों में आगे आने के लिए तैयार होंगी। मैं जिस अकादमी में प्रशिक्षण लेती हूँ, वहीं पर मैं इस बदलाव को महसूस कर रही हूँ। वहां ज्यादा लड़कियां आने लगी हैं जो मेरे जैसा खेलना चाहती हैं।'

भारत में महिला अधिकारिकता की ब्रांड एम्बेसेडर बनीं सानिया मिर्जा की छवि एक विद्रोही खिलाड़ी जैसी है। उन्होंने अपने खेल, अपनी शैली और अपनी बेबाक टिप्पणियों से पुरुष प्रधान समाज को हमेशा निशाने पर रखा है। सानिया के इस तेवर का पता इसी बात से चलता है कि उन्होंने पाकिस्तान के क्रिकेटर शोएब मलिक से शादी की। हालांकि इस बात को लेकर देश में काफी विरोध भी हुआ। सानिया आज एक रोल मॉडल हैं और देश की लाखों लड़कियां उनके जैसा बनना चाहती हैं।

खेलों में बदलाव का पता इसी बात से चलता है कि अंतर्राष्ट्रीय स्तर पर आपकी कितनी महिला खिलाड़ी शिरकत करती हैं। दिल्ली में 2010 में हुये राष्ट्रमंडल खेलों में भारत के 100 से ज्यादा पदकों में 37 पदक तो महिला खिलाड़ियों ने ही जीते थे। यानि भारतीय संसद और विधानसभाओं में महिलाओं को एक तिहाई आरक्षण तो नहीं मिल पाया लेकिन राष्ट्रमंडल खेलों में महिला खिलाड़ियों ने एक तिहाई पदक जीत लिये जबकि उससे दस वर्ष पहले यह स्थिति नगण्य थी।

एक आंकड़े के अनुसार, 1992 के बार्सिलोना ओलम्पिक में भारत की छह महिला खिलाड़ियों ने ओलंपिक

में हिस्सा लिया। उसके बीस साल बाद 2012 के लंदन ओलम्पिक में यह संख्या 23 पहुंच गयी। उसके चार साल रियो ओलम्पिक में 54 पहुंच गयी। इस तथ्य से यह अंदाजा लगाया जा सकता है कि पिछले लगभग 25 वर्षों में भारतीय खेलों में महिलाओं की भागीदारी की स्थिति कितनी बदल चुकी है। केवल खेलों में ही नहीं, बल्कि खेलों के प्रशासन में भी महिलाएँ तेजी से आगे आ रही हैं साथ ही, राष्ट्रीय कोच, रेफरी, मैनेजर, अधिकारी और खेल पत्रकार बन रही हैं।

प्रधानमंत्री ने 'बेटी बचाओ, बेटी पढ़ाओ' की योजना शुरू की है जिसका समाज में असर देखने में आ रहा है। हरियाणा जैसे राज्य में लड़कियों का लिंगानुपात पहले के मुकाबले बढ़ा है। इसी योजना को खेलों में भी लाने की जरूरत है। यदि लड़कियों को ज्यादा से ज्यादा संख्या में स्कूलों में लाया जाता है और उन्हें शिक्षा हासिल करने के लिये प्रेरित किया जाता है तो उसका सीधा असर खेलों में भी दिखाई देगा। खेलों में आने के लिए शिक्षा महत्वपूर्ण है जो खेलों के बारे में सोचने और समझने की शक्ति देती है। इसी के साथ इस बात की भी बहुत जरूरत है कि स्कूली पाठ्यक्रम में खेलों को अहम हिस्सा दिया जाये। अगर जीवन की शुरुआत से ही लड़कियों को खेलों में दिलचस्पी होगी, वे इसे समझने लगेंगी तो निश्चित ही स्कूल स्तर पर लड़कियां ज्यादा संख्या में आगे आयेंगी और इसका असर राष्ट्रीय स्तर पर नजर आयेगा।

यह सत्य है कि पिछले 70 वर्षों में भारतीय महिलाओं के जीवन में बहु-आयामी परिवर्तन आए हैं। पहले के 25 वर्षों का परिवर्तन धीमी गति के समाचार जैसा, पर उत्तरार्द्ध के 40-45 वर्षों में परिवर्तन की गति इतनी तीव्र रही है कि उसे देखने, संभालने और सोचने-विचारने के लिए भी नारी के विकास गति को भुलाया नहीं जा सकता। बहरहाल, नारी को समान अधिकार, सुरक्षा और बराबरी का हक पाने के लिए अभी भी एक लंबा सफर तय करना पड़ा है। उनके भी हक और अधिकार हैं, इसको साबित करने की जद्दोजहद जारी है। कारण हम सभी जानते हैं। निराकरण का मूल भी हमारे भीतर छुपा हुआ है। शुरुआत कहीं बाहर से नहीं अपने घर के भीतर से करें घर में बदलाव होगा तो दुनिया भी जरूर बदलेगी। क्योंकि सिर्फ सरकारी प्रयासों और तकनीक के बल पर इस महान उद्देश्य की प्राप्ति नहीं की जा सकती। सबको इसमें अपनी भागीदारी देनी होगी।⁷

निष्कर्ष

क्षितिज में आशा की एक किरण उभर रही है। सम्प्रेषण के तौर पर महिलाएँ, उनका आंकड़ा चाहे जो भी हो, धीरे-धीरे आगे बढ़ रही हैं और अपनी आवाज उठा रही हैं। वे लैंगिक मुद्दों को नया दृष्टिकोण, परिप्रेक्ष्य और किनारा प्रदान कर रही हैं तथा संवेदना के साथ पीड़ा और मानवाधिकार उल्लंघन की कहानियों को उजागर कर रही हैं। यह सहानुभूतिपूर्ण ग्रहणशीलता मास मीडिया और वंचितों के मध्य फिर से नये संपर्क की स्थापना के लिये आवश्यक है। अधिक से अधिक लोग अलग-थलग पड़ी महिलाओं के जीवंत अनुभवों को सही परिप्रेक्ष्य में जान पायेंगे।

धीरे-धीरे बदल रहे इस परिदृश्य में जनसंचार माध्यम भी महिलाओं के सशक्तीकरण से संबंधित अनेक कार्यक्रमों को लोकप्रिय बनाने के लिये कमर कस कर रहे हैं। दशकों से ऐसे कार्यक्रमों का फोकस जागरूकता निर्माण और सामुदायिक एकजुटता के एक मजबूत घटक के साथ कल्याण से सशक्तीकरण की ओर स्थानांतरित हो गया है। इसके अलावा अनुकूल वातावरण बनाने के लिये, संस्थागत और विधायी उपाय भी सामने आये हैं। ऐसी अनुकूल स्थिति में जनसंचार माध्यमों को भी अवश्य आगे बढ़ाना चाहिये और वंचित लोगों का जीवन बेहतर करने में एक मजबूत उत्प्रेरक बल के तौर पर काम करने के लिये जागरूक प्रयास करने चाहिये।

इसमें कोई संदेह नहीं है कि जनसंचार माध्यमों ने महिलाओं के सशक्तीकरण के लिये योजनाओं से लाभकारी परिणाम सामने लाने और लैंगिक अधिकारों के मुद्दों को व्यापक जन आधार के बीच उजागर करने में महत्वपूर्ण भूमिका निभाई है। सम्प्रेषण और नई प्रौद्योगिकियों की विशाल शक्ति ने वास्तव में भागीदारी बढ़ाने और परिवर्तन की मांग उठाने की प्रेरणा को उत्साहित किया है। आज अधिकतर महिलाएँ समाज में अपने लिये अधिकारपूर्ण स्थान के लिये संघर्ष करने की स्थिति में हैं। यह नया अर्जित विश्वास महिलाओं के बहु-आयामी विकास के लिये एक नये युग का सूत्रपात करने में बहुत कारगर साबित होगा।

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