



A Critical Analysis to understand the Digital Ethics in Digital dispersion of Media Messages in achieving the Sustainability of New Media.

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Abstract : The continuous development and dissemination of digital technologies has created new opportunities and challenges for the sustainability of new media. This paper provides critically insight and analysis of the digital ethics in digital dispersion, which refers to the process of spreading and sharing digital content across different platforms and devices. The paper explores the digital ethics, ethical issues and situations that arise from the digital dispersion of online news media, such as privacy, accuracy, accountability, transparency, and diversity. It also discusses the implications of ethics in digital dissemination of media content for the sustainability of new media production and consumption. The paper also discussed that digital ethics is not only an individual responsibility, but it is also a systemic and collective subject that requires the collaboration and coordination of various stakeholders, such as media professionals, regulators, educators, and users. The paper also suggests some possible strategies and solutions to foster digital ethics and sustainability in the digital age.

Index Terms - Digital Ethics, Media Law, Digital Journalism, Ethics and Online News Media, Digitization, Digital age, Online Privacy, Digital Literacy.

I. INTRODUCTION

As the Digital Media getting ubiquitous, the ethical aspect of digital media from production to consumption comes above all concern. From plagiarism to Piracy to disinformation to fake news, the legitimacy to Digital media some where deals with the ethical aspect in the digital sphere. Today term digital is not the next big thing but it is everything and anything indeed present everywhere in this era so with this continuous development in digital technology in the field of information and communication it becomes necessary to understand the digital ethics to confront it's questions and challenges and was also emphasized by Luciano Floridi (2014)¹ where he bring the attention to revise our ethics in order to deals with the massive development of ICTs in the digital sphere where mass media in this digital space is dominant causing social development and an important factor of social change.

The general perception on the Digital Ethic is believed that it deals not only with some technical guidelines on technology development and on the laws and the rules on the production and consumption of digital technology but it also deals with the collective use and reuse of the digital media by an individual also. It is a collection of every aspect of the uses of digital media, weather it is about the use of Content, Contextual representation and setting the online Culture where how an individual will act and react on digital space. In our daily life every one encounter with the challenges they face when the reach of "Digital" is present in every pocket of society and the definition of ethics varies from person to person. As a result, the need of ethical concern of the digital platform and there uses becomes the matter of attention. There is also a matter of concern that is it possible to set an ethical boundary on its ubiquitous presence and heterogeneous spread among the population.

Computer ethics, online ethics, ethics concerned with AI and Digital ethics, may all these terms differ but all these topics often conjoining in a point of Digital ethics.

After the reach and access of Digital technology the Digital media simultaneously gains the highest popularity among the people. Website, Online News Paper, Blogging, Podcast's are some of the common examples of Digital media, but in reality, the Digital media contains much wider and broader spectrum of Digital space from satellite, mobile and wireless technology, digital camcorder to digital Television and music player. It also includes various emerging technology of mass communication rather only considering www and Internet.²

The Digital media is commonly referred as New Media. A paragraph of text, piece of picture and graphic, video, audio etc. all comes under digital media. Digital information and messages are available in soft for and in general referred as "Soft copy" of information and can be accessed through digital devices. According to Oxford Reference the Digital media is synonymous to new media or computer-mediated communication.³ Medium of mass communication which is using technology primarily internet.

DIGITAL MEDIA

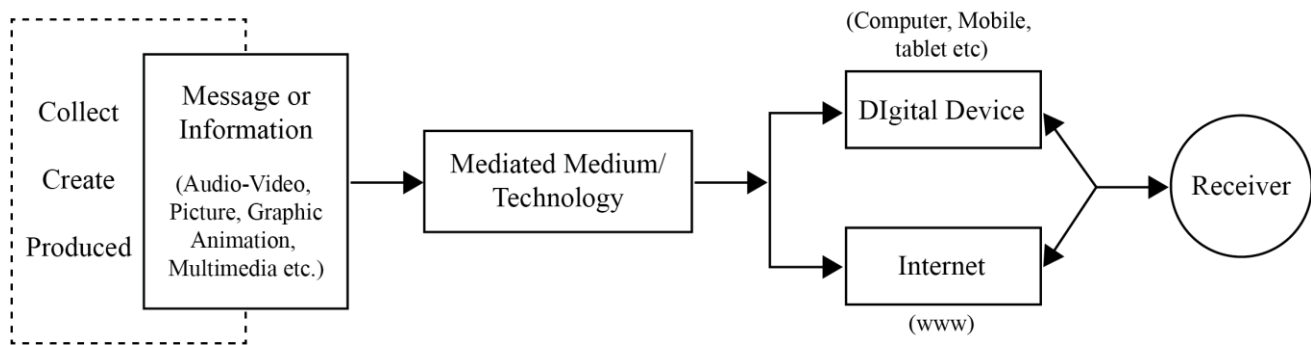


Figure:1- Graphical representation of Digital media flow, Source: Author's own interpretation

Some time it becomes difficult to define the new media because of its arbitrary understanding and abundance of digital media medium and tools. Sometime website and blogs is referred to digital media and sometime it is confined with social media only. But any form of media and mode of communication using digital device and technology is commonly referred as digital media. Earlier the digital media is considered very technical with specialized area but with the development of affordable technology, cheap and fast internet data the Digital media becomes very popular among people of almost every section of society. Now people have easy access to technology, information and media messages. Which is not only create and consumed but re-create and re-consumed again and again. This plethora of information also results in misinformation and fake news in society. Because of uncontrolled production and dissemination of information in multiple time and interval the original content and context is diminished sometime. Like one picture used in multiple time in different context will misguide or confuse the receiver from the actual context of that image. Some time it will also become the big concern about the used image itself whether that image is actual, manipulated or photoshopped.

It is reported The Digital Media market is expected a significant growth in revenue of US\$498.60bn in 2023 among the several segments of digital media available in the market, like digital video, VOD (video on demand), Digital publication, online Games etc. In 2023, 18.2% of penetration rate by e-publication is reported in total market presence of digital media. The leading contributor to this industry is United States with an estimated revenue of US\$174.70bn and India is about US\$8.70 bn in 2023. It shows the gradual growth and dominance of Digital Media market.⁴ Around 5.30 billion Internet user around the world which is 65.7% of total population where 61.4% individuals are using social media in October 2023. Currently 9.6 new users are joining very second with 86% of mobile users around the world. Around 6.58 hour per day is the average time spent on Internet by an individual world-wide. The highest time spent on Internet by South Africa is 10.46 hr per day and 7.09 hr in India.⁵ There are different Digital Media and entertainment activity available today where young generation (Gen Z) actively engaged with Games (19%), Music (30%) and podcasts (29%). At the same time the mature population (Gen X) like to engage themselves on User Generated Content (UGC) which is 55% of their Digital activity because these types of contents are free and having fresh content. It is easy to watch as per viewers convenient and their interest. The viewer feels connected, utility and trust are one of the core essences of user generated content. It is also reported that 33% of users find the News content through social media.⁶

The development of Digital Media is integrated and connected. Now Digital media is not working as a substitute of conventional media by moving TV viewers to Online TV and OTT or readers of newspaper to Digital news and e-publications. But it also come up with an opportunity to reach cross border audiences, grow and create cultural moments, and amplify monetization opportunities.⁷

The ubiquitous nature of new media is only possible by the Digital technologies. Which is commonly understood with the Internet, www, software, digital devices their storage and their management. Digital technology innovation is the most rapid and advance ever seen in our society, which is reaching almost half of the world population with its significant effect, impact and its usability. Today the digital technology act as a key balancing factor in terms of connectivity, access and inclusion in social diversity. Future work, Cyberspace, Data, social media and News media and entertainment sector, the challenges and opportunities are now adequately addressed and discussed with the digital dispersion through various digital medium and brings the society on a common platform with inclusive perspective. One way where it will change the forms and patterns of work and labour force, at the same time it will focus the significance of data and AI.⁸ The Media and entertainment industry is also not untouched by the technological revolution. A new sector of media comes into existence which is universally known as "Digital Media" or "New Media".

According to John V. Pavlik, in his book, "Media in the digital age" defines Digital media as, "the system of public communication, the systems of content production and distribution and the computer and network-based technologies that support and shape them."⁹ It includes all type of media in digital form it can be text, image, video or audio. Website, e-paper, news portals, e-books, blogs, online videos, podcasts all come under Digital media. The Digital media is more user generated and user selected content oriented and calming its presence in all sector from information to communication, from education to health, from advertisement to advocacy the significance of the Digital media cannot be denied.

DIGITAL MEDIA

Word “Media” is derived from the Latin word *Medius* or *Medium* which means “the middle layer”. It is way to communication and broadcasting of information from “one to many” which is the common traditional form of media like Newspaper, Magazine is called “hard copy” in general, whereas Radio and Television are analogue form of media. In general, any dissemination of information through screen mode is termed as Digital media and digital data will be transmitted by the help of machine-like computer, Mobile etc. in a readable format. Unlike conventional media the digital media can be created and recreated, distributed, broadcast (webcast or streaming in digital sphere), shared and stored in digital form without any quality loss just like its original form. There is a separate grammar for every segment of conventional media like Newspaper, magazine etc. comes under Print media, Audio is the complete separate area and electronic media generally refer as Television.¹⁰ Whereas in digital media text, image, graphic, Audio-Video, e-publication in digital format this all comes under one umbrella called Digital Media. It is an aggregation all type of media content and sometime called Multimedia.

It is not only the continuous technological development and advancement today we are experiencing and consuming the “Digital media”, but it’s basic characteristic of *convergence*, *ubiquity*, *fluidity* and *instantaneous transmission* and reach makes it acceptable and popular. The convergence of Digital media is creating and sharing the information for a common platform like today’s websites a web pages where text, graphic, audio-video almost all type of possible type of information are seen in one single place. Similarly, our mobile phones which is also a good example of the convergence of digital media, today our mobile phones are self-sufficient to create, broadcast, share and store almost all type of media with quality and accuracy. Mobile devices are now used by almost more than a half population of the world and one of the key sources of information which make the Digital media ubiquitous in today’s information age. The interactivity is one of the characteristics of Digital media where messages and information is not only broadcast and shared like top-down and one to many ways but here the reader can now respond and give there feedback as per there understanding and prospective. And Phil Mullins (1996) termed this as “the fluid words” which are stored in our mobile, computer or online. Where this text can be changed and amend. The Digital media can be transmitted instantly in a click of one single button brings the information available and accessible world-wide like a world is global village where “everybody knows everything about everybody” just like in our ancient villages. We are so much surrounded by emerging new technology devices and Digital media that keep us always on. Today we are sharing the shared information with other whereas ourselves are also been shared which makes us both subject as well as object.¹¹

The Digital media also act as guide and keeps us protected since it is connected with Internet which can be easily tracked. But this self-surveillance can some time results severe implications on our privacy and rights. Ther are several examples of trial by internet, online harassment, cyberbullying, Copyright issue, Data protection, tracking and collection of some delicate information and sexual assault and pornography. Today miss information, disinformation, fake news and manipulation of digital information are some of the big concerns, which brings the discussion of ethical issues related to digital media to be addressed.

DIGITAL ETHICS

Before deep diving in to term “Digital Ethics” meaning of “Ethics” is needed to be understand. Ethics derived from the Greek word “Ethos” which means character, guided beliefs generally used in terms of credible source. Etymologically it meaning of Ethos is morality.¹² It not like a book of law or order in the society on which we are bound to follow and behave in accordance with, but it deals with human nature where self-driven moral assumption will results the responsible doings.

The normative theory of Journalism and mass media is always believed that there must be some kind of code and conduct which can be practiced by journalist and media professional. They may be not very sufficient for the ethical practice but can be helpful to decide between the right and the wrong, what to be followed and what not.

Over the time Digital ethics defined differently sometime it is referred as computer ethics and being a key source of communication is also known as information ethics. The development and consumption of digital technology shaping the society in such a way where the digitalization of human life increases, and the concern of esthetic issues related to digital media also got attention.¹³ The general idea on digital ethics is revolved around the issues like privacy, data security, and power through the access of information and the core of the issue is related to “information”. It may be in the form of Text message, News, Data, Photograph, Audio-Video or in other form of information. Today we are living in a Information age and information need to be communicated through the communicative form of media and medium, and “**The medium is the message**” popular phrase by a Canadian communication theorist Marshall McLuhan.¹⁴ Who emphasized that medium should be the primary focus of the concern which carries the message and content. According to this statement he tries to attract the attention on the fact that character of the content or media depends upon the character of medium through which it is disseminating. The more instantly the message disperse the more immediate impact is seen in society likewise Digital media, in now a day. So, it becomes necessary to understand and analyse the challenges and ethical issues related to digital media. As the area and technological advancement grows the ethical concern related to the digital technology becomes wider.

So, in this study the emphasis is focused on Digital media which is generally based on the news and media. Now digital media is dominating the media industry similarly the ethical issues rise. Most of the time we come across with distinct type of ethical issue but sometime the new media creates a new set of ethical issue which we haven’t come across. Some of the key issues are mentioned in Table-1.

Table-1: Key Ethical issues related to Digital media

Privacy and data protection	Copyright	Plagiarism	Digital Manipulation	Piracy
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PRIVACY AND DATA PROTECTION

Society has some laws and ethical codes called “consent”. We cannot publish any ones photograph without his and her prior consent, even we cannot take it. This is the fundamental concern in contemporary era. It is related to the Right to Privacy which deals with the protection of the inner space of an individual from the interference of others. But the influence of digital media breaks the decency of an individual’s where every person is subject and object. Now one can be filmed, captured and broadcast anytime and from anywhere. Some time it is done by mistake or some time it is done intentionally. Which letter on results a very severe consequence in terms of cyberbully, sexual assault, pornography and trolling. Privacy, now a days is a big concern in digital sphere. After the popularity of social media people share their personal information intentionally and unintentionally. All the information is now accessible and available on fingertip.

It becomes necessary to understand the importance of the privacy of individuals before capturing, sharing and storing any type of data. It is essential to keep ethical aspect in mind while using any kind of data in digital media. Although the Information Technology Act (2000) (the IT Act)⁶ contains provisions for the protection of electronic data which deal with data protection and privacy in India (came into effect on 25 May 2021). But one should reasonably ethical while using and disseminating digitally. There are few things which need to be realised that- There is consent while using any once data in any form, before putting any once name, picture, videos or other personal details in public space we should also careful about the consequences.

The Ministry of Electronics and Information Technology government of India will soon come up with the Digital India Act, 2023 which will replace the Information Technology Act (IT Act) of 2000 have clear provisions on data protection under the name of “Digital Personal Data Protection Bill, 2022, proposed in November 2022. Where it supports right to free speech and at the same time states that the personal data may be processed only for a lawful purpose with the consent given by an individual except some expectational case.¹⁵ This will help to more ethical handling of data and more sensitive towards the use of Digital media.

COPYRIGHT

The 21st century is the age of technological development and rapid growth computer and Internet plays a significant role in the exploration and expansion of Digital technology and communication. We are living in the Digital Age with global widespread and unprecedented proliferation of information. Today we are experiencing the most advance, affordable and instant communication mode called Digital media. With the easy manipulation, reproduction storing and sharing of information will also increase dissemination of copyrighted materials within the digital space without due license or authorization from the owner. This uni que feature of the digital innovation has also exposed and attract the attention on copyright holder to new challenges on unauthorized use and sharing of owned materials without any requisite license and authorization and the copyright will protects the intellectual work of an individual against all unauthorized usage.

In general term the Copyright law is provision in the laws which is to protect the intellectual property of an author for their original work. by highlighting the scope of protection, the exceptions, together with the penalty for infringement of such right. Copyright protection is available to both published and unpublished intellectual work¹⁶

The copyright act 1957 is considered as a first copyright law in India which was letter on amended in 2012 is the subject to look after the copyright related issues in India. It is got big concern after the development of Internet and Digital technology. With the wide effect and deep impact in our life where the Digital technology empower the society and decentralized the power of media with ease of media creation and dissemination, at the same time it will also attract the different type copyright issues in Digital sphere.

Today the Digital media production becomes easy and affordable with rapid reproduction without loss of quality, now dissemination of media is instant, ubiquitous and with pervasiveness and a small card size storage device are capable of large amount of storage of almost all type of Digital media like text, image, audio-video, software etc. Which is now becomes the big concern of copyright in the area of Digital media. Omnipresence of Internet technology is also a major factor related to copyright concern in Digital sphere.¹⁷

PLAGIARISM

The interesting thing about the Plagiarism is that it comes from the latten word “plagiarus” which means Kidnapper. Simply we can understand the it is act where someone’s scholarly work, Idea and creative creations are used without giving the credit for their works. It is like using others work as own without giving the credit. It is kind of literary theft claiming the original idea from the existing source without its proper citation.¹⁸ Paraphrasing without citation, Re-using any information without attribution or used passages assumed to be general and common to all for use is some of the form of plagiarism which most of the time done un intentionally because improper and incorrect attribution, citation and false referencing.¹⁹

With the wide, open and easy accessibility and dissemination of information in Digital space arises the concern on the challenges and issues related to plagiarism globally. Today technological development and Digital advancement increases the capabilities of communication around the world. Peoples are now equipped with all necessary digital tools and techniques and make their prominent impression in this Digital world. Now shared work on Digital platform can easily used and reused several times. Some

time this is used as a inspiration, some time it becomes necessity, sometime intentionally or un intentionally. So under any circumstances we should always follow the ethical aspect of while using and sharing the information on Digital sphere.

Today there is mashroomization of Digitally enabled media platform with flooded information. One way it plays an important role for the sociocultural awareness but sometime it also has disadvantages. Were people come across with duplicity, false referenced and manipulated content. Most of the people among us taking online plagiarism as an online opportunity (Pathak, 2015).²⁰ But, keeping the ethical prospective dominant while using “random information copied innocuously by any person (D, 2014).” Generally, plagiarism is thievery, duplicity with false and faulty presentation of knowledge, content and scholarly works.²¹

Considering the Legal prospective of plagiarism, that there is no such law specifically addressing the plagiarism under the constitution of India. Under IPC section 420 referred in case of cheating and forgery and section 57 pf Indian Copyright Act 1957 gives the right to authors to claim the authorship and “special right” to attribution for their works followed by the section 63 with the provisions of criminal offence against infringement. Potluck paper, photocopy, self-stealer, Ghost writer, patch work, Incremental and global plagiarism are some of the major forms. Sometime authors own work taken by him without mentioning its reference also comes under plagiarism called self-plagiarism. Today computer and internet make this offence easier where this stealing with the web, from the web and within the web is very easy. When development of AI and user generated content getting advanced, widely used and consumed. Advantages and disadvantages of AI technology also put the attention on the Digital media Industry where contents are easily generated and regenerated with ease. Which causes the credible concern on media and discern the originality of the news messages and information.

DIGITAL MANIPULATION

As the digital technology developed the production of content and information becomes easy with the use of several type of software and applications. Some are expensive and available on purchase and subscriptions basis, at the same time there are number of application available freely on web. These applications are not only accessible easily but significantly capable for the creation and manipulation of Digital content in the form of picture editing or audio- video editing. When manipulation is done to enhance the quality and attract the user for profound impact. But some time deceitful manipulation and alteration will create difficulties to distinguish between reality and manipulation. Which arises the issue of trust on misleading content and sham source. In AI generation, Deepfake is the live subject of Digital manipulation. The earliest example of deepfake content is seen in the year 1917 with the pornographic video by the Reddit user.²² Letter on there are several incidents occurs on deepfake content targeting other celebrities and pubic figure. The very recent example in India is seen with the deepfake video of Reshmika Mandanna and Katrina Kaif a renowned actress.²³ Which attract the government to take strict action against these digital manipulation as well as to form a robust regulation to tackle the challenge of deepfake. At present The Information Technology Act 2000 section 67 and 67A have a provision of punishment for publishing the sexually explicit material in electronic for and section 500 of IPC 1860 have a provision of punishment for defamation which are inadequate to tackle the countless form of deepfake present digitally.²⁴ There are some positive deepfakes videos are used for awareness on social issues like malaria awareness by David Beckham a popular soccer player.²⁵

PIRACY

About the piracy there are several concept and definition are available in scholarly world. In this perspective according to Oxford dictionary ‘the act of making illegal copies DVDs, computer programs, books etc. in order to sell them,²⁶ the Merriam Webster dictionary defines piracy as ‘the unauthorized use of another production, invention, or conception especially in infringement of a copyright’.²⁷ According to UNESCO the piracy is the “activity of manufacturing unauthorized copies (‘pi a e copies’) of protected material and dealing with such copies by way of distribution and sale”²⁸ In general piracy deals with the unauthorized copying, reproduction and dissemination of others work in the form of text, picture, Audio-Video, software and other forms of ideas, studies and findings. The Digital revolution in technology and communication has made this piracy much easier, cheaper and in discrimination. Now a day copy of book, e-book, journals and magazines, songs, movies and videos, software and many more pirated contents are widely available on the web which is easily accessible. To save time, money and effort is the main cause of piracy but most of the

time it acts as a illegal form to earn money. According to a report almost 40 billion annual revenue loss reported from Digital piracy globally. In 2018, 190 billion visitors access the pirated websites including 9.589 billion visitors from India alone which is third highest in the word.²⁹ Her is some major industry segmentation of the piracy as per the report given by Akamai and MUSO.³⁰

DIGITAL MEDIA, ETHICS AND SUSTAINABILITY

According to Rev. Dr. Jose Nandhikkara “What is sustainable is ethical and what is ethical is sustainable” (Globethics, 2023, 0:38:50) this is the core value on the basis we create the sustainable Digital and emerging technology. Economy and commercialization of technology is needed for the sustainability but enough ethics is needed simultaneously. We are leaving in the edge of most advanced industrial revolution where emerging technology like Digital technology, Cloud computing,

Piracy Statistics According to Industry (in Billion)

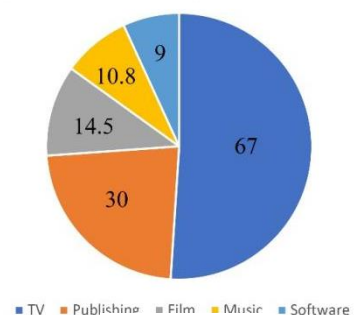


Figure:2

instantaneous media and mobile technology, Machine learning and AI is domination and even more has to come. All these innovation and invention are driven by the market and involves great amount of money. History bears witnessed that every development need financial support to sustain but also pays big price in the form of issues and challenges arises due to the development consequence. Therefore, this Digital technology is also not untouched by the consequences, which was already discussed at the beginning in details. On the one hand where Digital media is a technology related, On the other hand, ethic is a philosophical concept. So, in this, it becomes necessary that there is a relationship between these two concepts to limit the issues related to Digital media. Therefor there must be understanding of good and bad for an individual to assess the media messages and information. Today we are connected with network globally where Digital media is ubiquitous and open for all. Every information will disseminate and received in no time. So, to understand the importance of healthy media we must evaluate the information on the basis of ethics. We are living in industry 4.0 where world is connected 24 x 7 with internet of things in cyber space. Our digital activities and uses are generating huge amount of data so it requires more ethical practice in Digital world. Today a person with internet is connected with 2 or 3 social media platform and web applications like website and apps where they are consuming the services, contributing in production of information and disseminating the messages digitally. Then a big question arises which at first asked by ourself that “Do we follow Digital Ethics in our everyday activity?” For this first we understand the meaning of Digital ethics.

The Digital Ethics is principals and guidelines on the basis of morality on which we use the Digital technology and data generated by the integration of various digital media in a responsible way in our everyday activity. This frame work will also guide the development, distribution of the technology in a responsible manner by keeping the balance between Digital technology and ethical concern. Where technology must contain the ethical consideration it something not like that we just innovate for fun and pleasure but to act in a responsible way.³¹

Intentionally or unintentionally we often come across with some unethical practices in our day- to-day life like sharing of anonymous statement and messages which results miss information and false news, Plagiarism, using the pirated application and software, watching movie and downloading songs etc. are all some how against the ethical practices of Digital technology and innovations. So now it becomes essential to get aware and make others understand about the Digital Ethics to limit and overcome the issues and challenges in near future.

In order to sustainability of Digital media we have to be more aware, vigilant and critical on the information and message for the masses. While developing and disseminating we keep the ethical aspect in mind. Today digital media is the fastest form of communication where huge number of sharing of information occurs. Sometime it will aware and educate us, sometime miss leads us and some time it the root cause of chaos. Which not only limited on digital space but create disturbance in society as well. That’s why frequently we see the dark-spot on Digital media on its trust, reliability and accountability. Which is some time get proven with the issues arises in our surrounding. Recently we come across with such type of miss information and fake news a Covid-19 pandemic, Riots & Chaos around the world and Russia–Ukraine war etc. Where we get the miss leading information or own delusions as a news. Some time it is a part of propaganda and some time truth. Which create conflict among the people regarding news and views. So, to keep the digital media sustainable we should guide by the ethical and moral guidelines, where we understand the difference between what is good and what is bad for society from fake news and awful rhetoric.

I India there are some guidelines for the new media and Digital media on there establishment, operation and dissemination of information. Under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 gives a guideline on the policy level. The Ministry of Information and Broadcasting Government of India gives a clear remarks on the establishment, operation and dissemination of media content on Digital platform.

According to the guideline it is limits to publish and transmit, publish or exhibit the content which is prohibited under any law, should not affect the sovereignty, security and integrity of nation, or create disturbance in society. They must classify the online content under the age and viewer categories like U, U/A and categories A with restriction for the childes.³² There are more preventive measures taken by this policy in order to establish the code of ethics in online curation and dissemination of media content which is equally apply with all the digital media and online media.

METHODOLOGY

The study is exploratory in nature based on Content analysis with Conceptual literature review to understand the theoretical framework of the study topic specially named Digital Ethics in order to bring sustainability of Digital media. Where Digital media is always in circled on its trust and reliability of information curated and transmitted by Digital media. The study focused on the philosophy ethics with respect to innovation, technology and digital advancement related to media and information. It also discusses the key issues present in digital sphere. The study deals with the emerging challenges and ethical practice in Digital media. It is systematic analysis and understanding of literature related to the study topic.

FINDINGS AND SUGGESTIONS

Anxiety on happening around us (*FOMO-Fear of missing out*), ether phubbing or messaging everywhere for everything every thing is related to the consequence related to increased screen time and excessive use of mobile technology and Digital media and devices. Almost 64% of total population are online and 68% are actively using mobile phone including 4.76 billion social media user which around 60% of total global population and the main reason behind of such massive uses are finding information, staying in touch with family and friends and found of news and updates to keep ourself up to date.³⁴ The consumption and proliferation of Digital media is growing progressively. Similarly, the challenges, issues and threats arise which is the key concern of todays world related to Digital media and it needs a robust guidelines, strong constitutional provisions and self-awareness and

regulation on which the Digital media gets more legitimate, more relevant and reliable for its common acceptability as a trusted source of information which leads to its stability for future.

Although the constitution gives the right to freedom of expression but one must express in a responsible way. Algorithm and technological development to identify the false information, awareness among community, collective approach and self-regulation are the key measures to be taken in order sustainability of Digital media to act as a Smart media.

After going through the literature related to the study there is few key points which is needed for the ethical practice of Digital media and technology. It is observed that there is an establishment of statutory body of Digital ethics to mitigate the issues and challenges concerning ethics in digital media and this body will form the guiding principle for the ethical use and practice of Digital media and this will coordinate between organization, technology and community where every single unit of population not only work in a collaborative manner but act in synergy. There will be strong need of one well defined guideline on the digital ethic for the society covering industries and institutions collectively. It is essential that Digital media and technology will be assessed on the ethical prospective. It is to say that Digital media must be responsible and technology should be ethical. Educate the community on Digital ethics and emphasis given to put this as a part of education.³³ Self-regulation is one of the key factors for the Digital ethics. When an individual himself assess the use of digital media on ethical ground. It is kind of litmus test of an individual on yourself, there for media literacy plays a vital role to educate and aware the community to develop a critical thinking on messages and information while creating, using and sharing.

CONCLUSIONS

The Study insight that how Digital media is thriving to rise continuously with development and innovation of digital platform and high demand of original content among the people around the world. Almost half of the world is on online and depends on digital media for there information appetite and news updates. Limiting the Digital media does not mean that it is “anti-digital” but it is more emphasis on the balance and responsible use of Digital media and recognition of the roles and importance of technology, innovation and media in our lives.

The Digital ethics is mostly concentrated with the users prospective but it is not limited to the consumer of digital product and services. But at the same time, it is equally concerned with the innovator, developer and creators of Digital products and services. It is inter-dependency of technology and ethics where Accountability and Transparency from the both side keeps significance.

There are several challenges and issues are related to Digital media which sometime occurred unintentionally or sometime generated intentionally. Some time it is due to technical malfunctioning or some time inadequate knowledge. This also attract the attention on the media literacy, and importance of professional education with ethics.

Technology and society are complementary with each other where technology is driven by the society and society reflect the technological development, education and awareness. That how society is taking the technology and how technology response. Today technology is an integral part of society where ethical use of Digital technology is necessary with professional and responsible manner.

Digital media, devices, internet and emerging technology is indispensable in our life and we do not deny its dominance in some extend. Specially in the field of media and communication. Emergence of Digital media makes this more acceptable and ubiquitous. Today there are several Digital media including social media platforms are available and these services are consumed by us in our daily life. It is a major source of information, news and connectivity. Sharing of messages are primarily done by Digital media. With a one finger tap we can access the information and disseminate them. Keeping such rapid and instantaneous medium required sense of responsibility with ethical framework. Think critically, identify the source and access the implication before developing, consuming and sharing. Use the smart media smartly.

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