

“Digital awareness among youth”

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ABSTRACT

This paper reviews the awareness of digital technology among today's youth. It also gives an insight into the young minds regarding their attitudes toward use of digital world. India being a developing country has an upper hand in terms of manpower but due to lack of literacy rates India still has to work its way in order to make population much aware of current changes in online world.

India having a cultural diversity among different states the digital awareness varies too. Some states like southern part of India have higher digital literacy while its counter part of north India lacks in terms of digital literacy as those states being predominantly rising in terms of agriculture.

OBJECTIVE

To highlight the awareness of digital technology in terms of demographic factor among the youth of India and the pros and cons of it. Technology can be boon or bane on how we make use of it this paper gives a light on those issues as well. The generation gap also contributes to the understanding of digital technology this topic will also be discussed in this paper.

HYPOTHESIS

By working on this paper I came to terms with the amount of awareness that need to be brought among the youth and the older generation as well regarding the use of digital technology. Currently India is working on increasing awareness of digital technology among Indian citizens with prime minister himself working towards making India digital but the misuse of this should also be monitored by creating efficient crime cells to get hold of those culprits using digital world to damage India's reputation.

KEY WORDS

Youth, awareness, cybercrime, digital literacy.

INTRODUCTION

In an order to create participative, transparent and responsive government, Prime Minister Narendra Modi launched the much ambitious 'Digital India' programme. An influential umbrella project of the government and blessings for the citizens to bring India to a global platform with participation from people and businesses. This initiative will ensure that all government services and information are available anywhere, anytime, on any device that are user friendly and secured. This transformation will make into reality when

every citizen of India will participate in this transformative impact. Digital India initiative could help in achieving the objectives of:

Education for all.

Information for all.

Broadband for all.

Leadership structure.

This will provide all services electronically and promote digital literacy.

Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the

catalysts for express economic growth and citizen empowerment.

Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity.

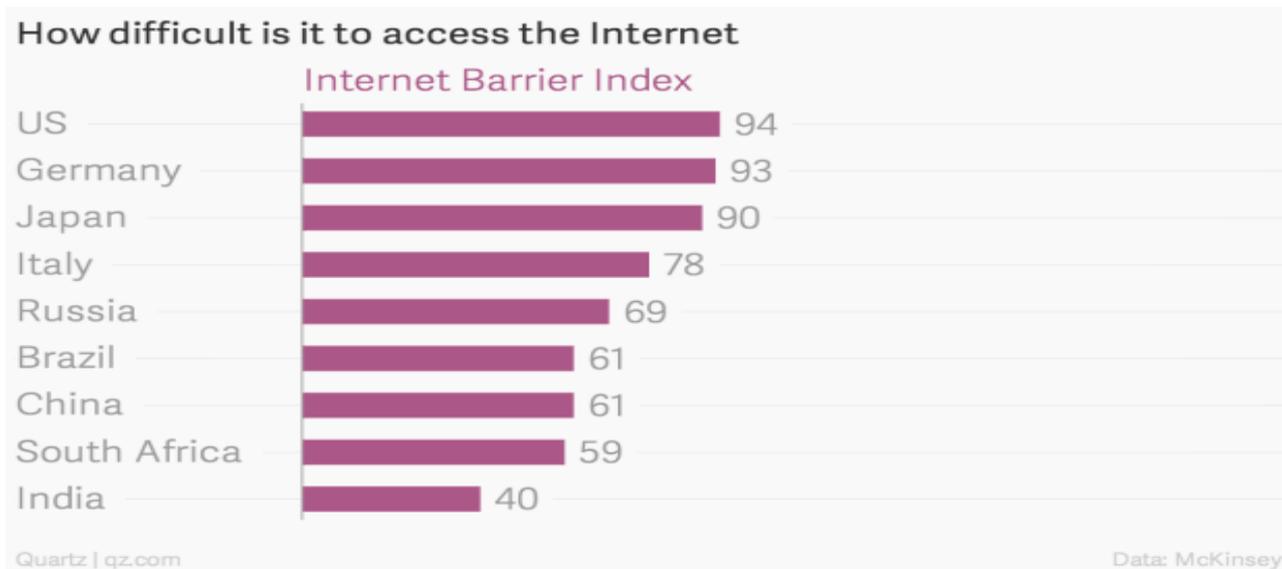
The objective of this paper is study and understand the awareness among the youth about the Digital India Initiative and to suggest measures to empower youth about this initiative.



Digital India is a campaign launched by the government of India on 1st of July in 2015 at Indira Gandhi Indoor Stadium, Delhi in the presence of various top industrialists. It aims to make India a better-governed place of the world. This project has been approved (worth Rs 1 lakh crore) by the prime minister of India, Narendra Modi and expected to be completed by 2019. The success of this programme would be the dream comes true of Narendra Modi of serving Indian people with e-governance. It is to facilitate Indian citizens with electronic government's services in order to reduce paperwork, improve work efficiency and save time.

CURRENT DEVELOPMENT IN DIGITAL AWARENESS GLOBALLY

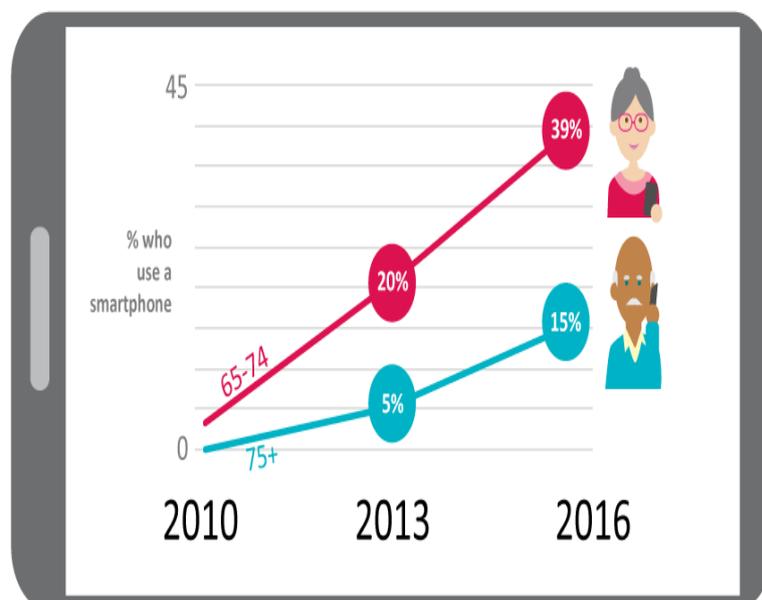
Indian prime minister Narendra Modi wants to create a digital India that would use technology to improve the country’s healthcare systems, education and banking. He envisages “smart cities” that will use big data to build more efficient cities. But as the following chart shows, India will have to address the problem of digital have-nots at some point, as the barrier to internet access in the country is high.



A global study by McKinsey and Facebook finds that India has one billion people without Internet access. The report, titled ‘Offline and Falling Behind: Barriers to Internet Adoption,’ has constructed an ‘Internet Barrier Index’ assessing the obstacles to Internet access in 25 countries. India finishes 20th on that list. A total of 4 billion people in the world don’t have access to Internet—India accounts for 25% of them. The study found that most people who don’t have Internet access live in the rural areas, in low income countries and are largely elderly and female.

DIGITALLY AWARE SENIOR CITIZENS

The rise in smartphone use among over-65s





DIGITAL LIETRACY EFFCTS:

Digital Infrastructure as a Utility to Every Citizen: Availability of high speed internet as a core utility for delivery of services to citizens .Cradle to grave digital identity that is unique,lifelong, online and authenticable to every citizen. Mobile phone & bank account enabling citizen participation in digital & financial space. Easy access to a Common Service Centre Shareable private space on a public cloud .Safe and secure cyber-space.

Governance & Services on Demand: Seamlessly integrated services across departments or jurisdictions. Availability of services in real time from online & mobile platforms. All citizen entitlements to be portable and available on the cloud. Digitally transformed services for improving ease of doing business .Making financial transactions electronic & cashless.

Leveraging Geospatial Information Systems (GIS) for decision support systems & development.

Digital Empowerment of Citizens: Universal digital literacy. Universally accessible digital resources. Availability of digital resources / services in Indian languages. Collaborative digital platforms for participative governance .Citizens are not required to physically submit Govt. documents certificates. In line with these objectives, the government has launched some initiatives.

Government also launched a digital locker under the name "Digi Locker".

MISUSE OF DIGITAL TECHNOLOGY

The big problem about technology misuses can be summarized in two words: culture and education. Some people aren't sufficiently

cultured to use technology properly as a tool because they use it as an easy way solution or as a fashionable trends. Also, these people do

not have education to use it correctly.

Because of hundreds of services that technology offers, there are many techniques to harm persons and waste time. People use their time to harm others even though they know that it is not good. For example, people manufactures use it as weapons to destroy others instead of improving themselves.

People are actually concerned about misuse and abuse of technology. Society states that internet uses lead to intimidation or threat to people as well as allowing easy piracy by providing the infrastructure to illegal music or software downloads and plagiarism. Educational institutions are worried about students' development in their classes due to misuses of technology. For instance, learners are using cellphones, playing games, and surfing on some pornographic web sites and other non suitable sites during class. Some students even start using cell phones at the age of ten. This isn't a bad thing because many parents are both working and have to leave their children with a babysitter, so they need a way to communicate with their children. Nowadays, children not only want to have cell phones, but also prefer to have the latest version of it. If children do not have it, they might feel ashamed with their friends and prefer to leave their old-fashioned cell phone at home. Moreover, many late model cell phones have built-in camera and some people use it to record pictures or video that may damage others reputation. Because of these, some people say and think that the technology is responsible and it is not good for society. However, people have to understand that this is happening because of technology misuse. As a tool, technology do not do anything to threaten the society, it is the misuse of it that threatens society. It is humans that use technology to threaten society, the fault is at the user of the technology, not the technology itself.

Digital counterfeiting is a great example of the misuse of technology. Digital counterfeiting is the illegal act of creating copies of items such as currency, legal documents, and credit cards with the use of computers, printers, and scanners. With the high resolution and extremely good colour quality of the printers offered today, individuals have increased the opportunity that's higher than ever to create digital counterfeiting. The US Secret Service estimates that more than 60% of all counterfeited money today is created digitally. With the advancement in technology of printers, scanners, and computers, the increase of digital counterfeiting is at an all time high.



Digital technology in education

Schools are continuously updating their curricula to keep up with accelerating technological developments. This often includes computers in the classroom, the use of educational software to teach curricula, and course materials being made available to students online. Students are often taught literacy skills such as how to verify credible sources online, cite web sites, and prevent plagiarism. Google and Wikipedia are frequently used by students "for everyday life research, "and are just two common tools that facilitate modern education. Digital technology has impacted the way material is taught in the classroom. With the use of technology rising over the past decade, educators are altering traditional forms of teaching to include course material on concepts related to digital literacy. Several websites are assisting in these efforts such as Google Docs, Prezi, and, Easy bib. Each service has assisted students by teaching collaboration, allowing students to use pre-made, creative presentation templates, and helping generate citations in any given format. Additionally, educators have also turned to social media platforms to communicate and share ideas with one another. New standards have been put into place as digital technology has augmented classrooms, with many classrooms being designed to use smart boards and audience response systems in replacement of traditional chalkboards or whiteboards.

Digital technology in workforce among youth

The 2014 Workforce Innovation and Opportunity Act (WIOA) define digital literacy skills as a workforce preparation activity. Those who are digitally literate are more likely to be economically secure, as many jobs require a working knowledge of computers and the Internet to perform basic tasks.

White collar jobs are today performed primarily on computers and portable devices. Many of these jobs require proof of digital literacy to be hired or promoted. Sometimes companies will administer their own tests to employees, or official certification will be required.

As technology has become cheaper and more readily available, more blue-collar jobs have required digital literacy as well. Manufacturers and retailers, for example, are expected to collect and analyze data about productivity and market trends to stay competitive. Construction workers often use computers to increase employee safety.

Conclusion

The article concludes that youth globally are well aware of the digital technology but some undeveloped areas still need the basic education to even operate a cell phone but digital technology if used in good intention causes the development but its misuse can cause devastating affect. Today's youth is hooked on social media which can improve their personality or can cause body dismorphia among them. Although digital technology is still progressing in pace and there are many more scope for further development it's the youth that has to take a nation forward so even increasing digital awareness can be beneficial but alongside provision of improvement should also be made.

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