



“Sustainable Happiness in the Digital Era: Bhartiya Model of Digital literacy”

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Abstract

Today the world has become digital world and youth is accelerator of digital culture. Despite the growing need and importance of digital literacy, many times it is felt that digital literacy is not used for ethical and productive purposes. This paper explores the gap between the digital literacy and use of digital technologies by youth in the right direction. Bhartiya Model of Digital Literacy focuses on sustainable happiness of everyone with the use of digital devices. Today's youth is focusing only on selfie, watching the unneeded content (shorts on youtube, instagaram etc.), to watch mobile every time without any reason. But they do not care how their digital action affects others. For e.g. sometimes they post anything in the social media group which may be insulting for others. They post any content on social media which may create a stress for their parents. They are not aware about active and passive use of digital devices. This paper aims to conceptualize digital action of an individual and develop learning and knowledge about digital literacy towards sustainable happiness through BMDL. BMDL focuses on digital Goal and direction towards that goal for learning digital literacy. The researcher acknowledges ICSSR for acknowledging and funding the research under the project titled Bhartiya Model of Digital Literacy (BMDL): Bridging the Gap between Technology Use and Responsible Digital Citizenship

Keywords: Digital Literacy, Digital Citizenship, Sustainable Happiness, BMDL, Social Media

I INTRODUCTION

Today the world has become digital world and youth is accelerator of digital culture. Digital literacy is defined by P. Gilster, “it as a focus on the ability to appreciate, understand and use information in various formats based on PC modifications” (Shopova, 2014). UNESCO defines digital literacy as: “ability to access, manage, understand, integrate, communicate, evaluate and create information safely and appropriately through digital technologies for employment, decent jobs and entrepreneurship. It includes competences that are variously referred to as computer literacy, ICT literacy, information literacy and media literacy” (Antoninis, 2019). By many definitions, Digital Literacy will be a specific ability to use, find and create digital content using modern digital technologies. (Cornell, 2017) In other sources, Digital Literacy will be the skill of a person who carries out the successful completion of a task in a digital environment, while having certain abilities "to read and interpret multimedia, reproduce data, and correctly evaluate and apply information that comes from the virtual world.” (Jones Cavalier, 2006) Basically, all these skills are quickly acquired by young people.

Digital technologies increase production, performance and effectiveness, so everyone needs to be digitally literate in this era. The government also has taken several steps for make everyone digital literate. The Government has taken key initiatives for this like Digital India campaign, Pradhanmantri Gramin Digital Saksharta Abhiyan(PMGDISHA), National Digital Saksharta Mission(NDSM), DISHA etc. The purpose of all initiatives is towards to enable all to use digital devices and give training for digital payments, cyber security. The government has established digital libraries in various parts of the country to provide access to digital resources and promote digital reading. These libraries offer e-books, e-journals, and other educational content to facilitate self-learning and enhance digital literacy.

Smartphone Overuse can Strain Parent-child Relationships: Report

Vivo commissioned the study to look at the impact of smartphones on relationships. As per a study done by smartphone brand Vivo on the impact of the devices on parent-child relationships, parents spend an average **7.7 hours per day** on their phones, with social media contributing the highest usage.
Text: **KIRAN RATHEE**

93% of parents feel guilty about their relationship quality with children due to smartphone usage

90% of parents get irked when kids interrupt smartphone time, affecting parent-child interactions

Parents spend nearly 2 hours with kids, yet **75%** use phones during this time, affecting engagement



3 in 4 children express concerns about parents' excessive phone focus during shared time

Most parents provide smartphones to kids at 14 for security and educational needs with controls

Children spend **6.5 daily hours** on phones;

87% feel inferior without one and talk rudely while using phones

Kids experience guilt over their relationship quality with parents and feel lonely due to parents' phone usage



IMPACT ON CHILDREN

91% feel anxious when they are away from phone

87% feel inferiority complex if they don't own a smartphone

84% spend long periods of time in silence on their smartphones, while spending time together as a family



90% agreed that excessive smartphone usage takes a toll on their mental health

87% talk to their parents rudely while you are using smartphone because they get annoyed

89% compare themselves to people online and feel unhappy/depressed with their existing lifestyle in comparison to online influencers

The study, commissioned by Vivo, was executed by CyberMedia Research (CMR), covering more than 1,500 respondents from Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Ahmedabad and Pune.

Source: ET Healthworld.com from The Economic Times, published on Dec 8, 2023 at 9:04 AM IST

II Study of Various Models of Digital Literacy

Many schemes of government focus on enhancing digital literacy and to make aware about cyber security. Some authors created digital literacy model like Barrack and Narmanlioglu (2021) created digital literacy scale model which is used to determine various level of digital literacy. Eshet-Alkalai (2004) has established a holistic conceptual model for digital literacy, arguing that it covers most of the cognitive skills that users and scholars employ while working in digital environments and, therefore, providing researchers and designers of digital environments with a powerful framework and design guidelines.

III Sustainable Happiness through Digital Action

चित्ते प्रसन्ने भुवनं प्रसन्नं चित्ते विषण्णे भुवनं विषण्णम् ।

अतोऽभिलाषो यदि ते सुखे स्यात् चित्तप्रसादे प्रथमं यतस्व ॥

“If the mind is happy, the entire world (seems) happy. If the mind is despondent, the entire world (seems) despondent. Hence, if you desire happiness, strive towards the happiness of the mind first.”

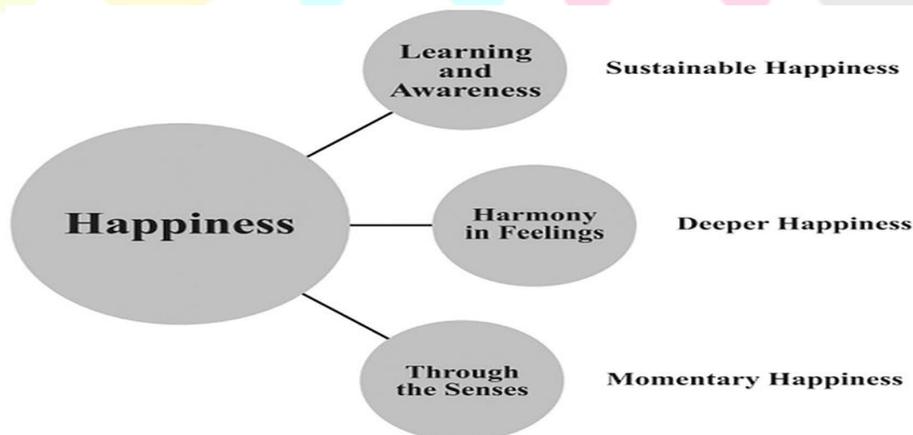
After these initiatives and different models of digital literacy, one aspect is still left which is impact of digital literacy on happiness. Despite the growing need and importance of digital literacy, many times it is felt that digital literacy is not used for ethical and productive purposes. We may see around us many cases where digital devices use has negative ramifications between children and parents and friends. It creates a situation where a person is on outing with his friends but engaged every time with his phone which creates distance between these friends and him. Sometimes if someone is online but do not answer to his or her friend’s chat, it make feel him bad.

“A 16-year-old boy in Mumbai committed suicide by hanging himself after his father took away his smartphone due to his addiction to video games”. (Hindustan Times, Nov 18, 2023, 7:58 AM IST, accessed on 11March,2024 at 15:08 pm)

“A Plus One student ended her life here in Kallambalam, allegedly over mobile phone addiction. As per the note, she ended her life after getting too addicted to her mobile phone. She wrote that she had grown addicted and was tired of her phone usage. She also noted that she had turned into a slave of mobile phone that she can.” (mathrubhumi.com, June 05, 2022)

People do not care about their digital action and not think that how will it affect other’s emotions. They get confused between real and virtual world. They don't care about the conversation with family members but those virtual friends whom they don't even know completely.

Literacy is a step towards to education and the main purpose of an education is to prepare a confident, mindful and responsible individual to contribute for building a happy and harmonious society. **“A. Nagraj (1999)** proposed a model for happiness, in which he addresses the four dimensions of human living as an integrated form of the material, behavioural, intellectual & experiential aspects. These correspond to our senses, feelings, learning (understanding) & awareness. Put together, these form a **‘happiness triad’**. In other words, human beings seek fulfillment from all these aspects of living, which correspondingly results in happiness, peace, satisfaction, etc that together constitute ‘human happiness’.(SCERT DELHI and DOE, 2019).



In digital literacy also there is a need to include this aspect. The pleasure we get by our five senses is momentary happiness. When we use social media we laugh at any funny post, become angry when we see a comment against us or our friends or our favorite person and feel sad by seeing a message of death in their family. These are momentary happiness. Second form of Happiness is deeper happiness which is created by feelings like care, gratitude affection and we expect these feelings to be fulfilled by our friends and relatives. Through social media platform we get the opportunities for connecting, sharing and to join communities. Developing a healthy relationship with social media involves being mindful of our interactions and consciously choosing content and connections that contribute positively to our well-being. Finally sustainable happiness should be main purpose of digital literacy which deals with social, behavioural and emotional wellbeing of an individual. It focuses on purposeful action, finding cause, and interconnectedness in our living.

IV Need of BMDL:

BMDL focus on identifying the need of digital tool and help to differentiating between what we like and what is good for us during the use of digital devices. BMDL defines digital literacy as:

“Digital literacy is that subset of holistic learning that captures the awareness, knowledge, skill, attitude and behavior of individuals and communities at various levels, for understanding and using the existing and emerging digital technologies for productive activities for self and everyone while ensuring the ethical usage, balancing, legal compliance, and cyber-security”

(Purohit, H., Bharti, N. & Joshi, A. (2015). Partnering for Promotion of Digital Literacy Among Women in Rajasthan Through Bhartiya Model of Digital Literacy)

So there is a requirement to frame our attitude, knowledge and behavior for digital literacy in the direction of the sustainable happiness of everyone. The attitude itself is the representation of an individual's emotional response towards something. There is a need to guide them about the responsible use of digital activities. Many of them(specially youth) use digital devices for playing online games, social networking. Very less people use it only for gather productive information or for making career. There is a need to make appropriate behavior regarding digital devices. Many of them use their literacy in hacking account, for posting wrong information, forcing people to leave the group (whatsapp etc.) They do not think about other's emotion before posting anything.

An individual's happiness is final state of equilibrium. If we say we do not seek happiness but we wish success, wealth and satisfaction so on. It means ultimately we want to be happy. For attaining happiness we engaged in various actions in our day to day life. These actions are mostly done on digital platform. So this action can be called 'Digital Karma'. Digital karma depicts individual's identity, its thoughts and its legacy. Every action we perform during our life produces effects, which have consequences on ourselves, on other people and on the environment in which we live. Buddha says "I can't change the past, because it no longer exists, while the future does not exist yet, but if there is anything that I can do, it is in the present moment. And what I do in the present moment will determine what will happen in the future."Our online action always affects us, our close people and our community.

Here the matter is that how our digital action affect happiness. There is need to improve digital literacy in this direction that we are not using digital technologies only for us but also we are using them for wellbeing of society as responsible digital citizen. So it's crucial to promote a balanced and ethical use of digital technologies.

Digital literacy meaning has changed in current scenario, it is not just to learn the use of technology but also use in cognitive and learning direction. For this there should be proper process of digital literacy towards a responsible digital citizenship.

Normally everyone use Smartphone, tablet etc and considered as digital literate but only to use it or being online is not actually digital literacy. The purpose of using that should be clear and what skills required accomplishing that purpose, and then to learn them is required.

V Challenges for digital literacy

Safety and security: Several mindsets create barriers for internet literacy. Mostly people prevent themselves to do something new because of fear of scams.

Disinformation and fake news: The reason of this is social media. It spreads news very fast and convenient and people think it accurate.

Lack of Basic Knowledge of computer and internet: Lack of computer knowledge can pose significant challenges in the realm of digital literacy. Understanding the ethical and responsible use of digital tools is a key aspect of digital literacy. Without basic computer knowledge, individuals may inadvertently engage in inappropriate online behavior or may not be aware of the potential consequences of their actions.

Digital Literacy Gaps: Not everyone possesses the same level of digital literacy. Some individuals may lack the skills needed to navigate the digital landscape safely and responsibly. Bridging the digital literacy gap is essential for empowering individuals to make informed and ethical decisions online.

Online Hate Speech: Hate speech and discriminatory behavior are prevalent on the internet. Digital citizens may encounter offensive content or become targets of online hate. Promoting a culture of respect and tolerance is crucial in addressing this challenge.

No clarity about digital goal: People use digital devices like Smartphone but actually they do not know what the need of that for them is. They use it mostly for surfing the internet and sometimes they forget their important work because of that.

VI Course of action in Digital literacy concept given by BMDL:

1. Define your Digital Goals
2. Learn Mobile Operations
3. Learn basics computers
4. Practicing and testing
5. Using Mobile , internet and computers
6. Review and Learning

1. Define your Digital Goals.

Generally we don't know why we are using digital gadgets, what we want to accomplish. So before using it we should keep in mind our need for that. It will help in to reduce our distraction from other contents like social media, games etc. We can use various tools to control our activities like reminders, calendars, timers etc. Sometimes it

happens that we pick our mobile for another work and we lost in the other notifications. For that we should use selective attention to focus on relevant information. We can mute or off the unnecessary tabs, apps and notification which distract us. Self control is opposite of self distraction. There is an inverse relation between these two terms. Sattva is stability, and the opposite of it is rajas; and when rajas take possession of our personality, we lose control over ourselves. Control is the work of sattva. Absence of control is the work of rajas.

Digital devices uses are divided in two categories: active use and passive use. Active uses when these are used for searching information, study purpose or for any productive use. Passive use is when user uses it only for entrainment, passing time etc. Active uses increases happiness in life and enhance skills and efficiency while passive uses results in health issues, conflicts with family members and friends, and some suicide and crimes which decrease happiness. BMDL focuses digital literacy in the way to increase happiness of everyone.

2. Learn Mobile Operations:

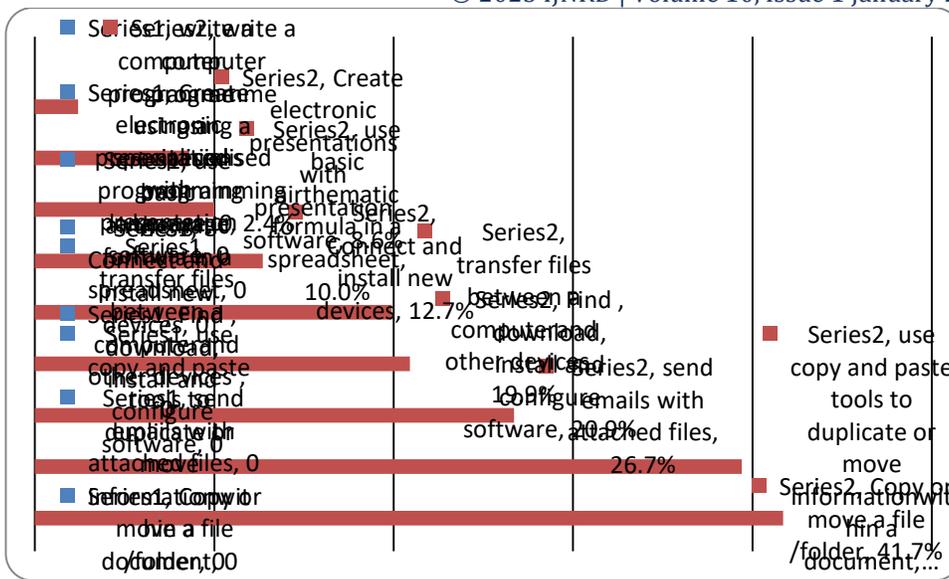
Computer literacy focuses only on 'how', while digital literacy covers why, when, to whom, purpose, response and feedback. Just to send text or upload photos, posting on Facebook, twitting, uploading video on Youtube, taking selfi is not digital literacy. These are digital skills. Digital literacy is to choose right platform, right time to post something and analyze the content. On the basis of our digital goal there is a need to learn those mobile operations, by which we can attain our goals. Normally students stay online and know how to upload photos, videos on social media. They know about update their whatsapp status and making reels etc. but rare students know about how to mail, to attach file in mails, how to search information using filters etc. I have real experience with my students that they know how to give comment on facebook using emojis but don't know how to book ticket on mobile.

So they need to identify the app, software and device by which they can attain their purpose. How can they use effectively that technologies and its application in order to complete their task.

3. Learn basics of Internet and Computer:

According to the Indian National Statistical Office while over 55 per cent of Indians have access to broadband, only 20 per cent had the ability to use the Internet (Sumeysh Srivastav, 2022). Internet and computer literacy is generally a necessary skill for everyone to have in this modern technological age. Almost all job descriptions today require computer and internet skills. Even kids in school use the computer as a tool for learning. Many of students know how to open a file in mobile but they don't know how to open that file in computer. There is a need to become able to make an impact, to sell a product, to do something for society by using right platform is actual digital literacy.

As per National Sample survey only 41 % of people in the 15-29 ages. Barely 27% can send email with attached file and a mere 9 per cent said they could create an electronic presentation using any software.



Source: National sample survey Office’s 78th Multiple indicator survey, Ministry of Statistics and Programme Implementation

Mobile skill is personal skill but for attaining sustainable development Goals (SDHs) professional skills should be acquired by Youth, which is possible only by computer and internet literacy. They should use social platform for creative expression and educational purpose so that they can contribute to a happy environment.

4. Practicing and Testing:

Learning requires a structure, so after the all types of literacy learnt, a plan should be there about the type of operations are more useful for our goal and what next we can learn for that. It should be followed by more practice and self test. Definitely after some time a expertise will come on that.

5. Using Mobile Internet and Computer:

At this stage a user is ready for using digital devices in such a manner to give positive contribution to economy of country and can demonstrate oneself as a responsible family member and a citizen.

6. Review and learning:

Learning never ends. Review enhances learning ability, increase confidence and allows people to become more independent.

In this way BMDL model supports to increase digital literacy in right direction and form an attitude of youth towards happiness of everyone.

VII Conclusion

Despite some limitations this paper highlighted other aspects of digital literacy towards the sustainable happiness. BMDL offers a comprehensive framework to bridge the gap between technology use and digital citizenship. Through BMDL individual is guided towards defining their digital goals, learning essential mobile and computer operations, and practicing responsible digital behaviors. By emphasizing the importance of understanding the impact of digital actions on the happiness of society, BMDL promotes a balanced and ethical use of digital technologies. However, challenges such as safety and security concerns, disinformation and lack of basic knowledge persist. Addressing these challenges requires concerted efforts from governments, educators, and

society as a whole to provide necessary resources and support for digital literacy initiatives. By empowering individuals with the necessary skills and knowledge, we can create a digital landscape that contributes positively to the well-being of everyone, ultimately leading to a happier and more harmonious society.

Acknowledgement: We are grateful to Indian Council of Social Science and Research (ICSSR), New Delhi for sponsoring this study.

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