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About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

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FROM THE EDITOR'S DESK

It is time once again to get to you an update on media research and its status quo in the international research scenario. We are living in an era of rapid technological advancements and unprecedented global challenges where media and society meet to emerge as the focal point for scholarly inquiry. The first half of 2023 has given profound insights into various aspects of this evolving landscape called media research. In this editorial, we present a brief overview of the research papers featured in our Jan-June, 2023 issue which is focused on the theme navigating the Digital Landscape: A Multifaceted Exploration of Contemporary Media Trends.

A first paper on Co-relational study of Selfie and Self-esteem; women using selfie on Social Media during the lockdown in India, explores the intriguing relationship between self-esteem and the proliferation of selfies on social media, particularly among women during the lockdown in India. This research raises important questions about the impact of digital self-presentation on mental well-being and self-perception.

Women have taken to the forefront of becoming topics of research it seems. Second paper of this issue "Digital Public Sphere and Women: A Critical Discourse Analysis of Reader's Online Comments on the Column "The Other Half" delves into the dynamic realm of the digital public sphere, scrutinizing the role of online comments in shaping discourse, especially concerning women's issues. It underscores the significance of digital spaces in influencing public opinion and debates.

Another paper which is of universal concern is Assessing Privacy Concerns in Social Media: A Comprehensive Study of Measurement Scales and Frameworks.

In today's world which has got taken over by social media this paper provides a comprehensive assessment of measurement scales and frameworks, enhancing our understanding of the multifaceted challenges surrounding privacy in the online realm.

A varied but interesting subject to research is 'Event management: Understanding Event Management as a tool of Marketing and Communication'. In an ever-evolving marketing landscape, this paper investigates the strategic use of event management as a potent tool for marketing and communication. This research showcases the innovative approaches to engaging audiences in the digital era.

Another paper of the "Effects of media on socio-cultural life in the era of Covid-19" presents a timely examination of how media has shaped socio-cultural life during the

COVID-19 pandemic. It offers valuable insights into the transformative role of media in times of crisis.

Advertising and Public relations is one facet of media research which has come to the forefront in the last two decades. This issue has a paper titled "The Impact of Media Literacy on Advertising and Public Relations: A Comparative Study". It researches media literacy's role in shaping advertising and public relations strategies. This comparative study highlights the importance of a media-literate society in fostering transparent and effective communication.

This edition of IJCD is as varied and as interesting as the media world today has become. As we wade through the waters of changing times, in this digital era, these papers provide critical perspectives on the intricate relationship between media, society, and technology. They remind us of the significance of research in deciphering the complexities of our modern world.

It is our hope that these papers stimulate further dialogue and research in these vital areas. As we move forward, we remain committed to providing a platform for the exploration and dissemination of knowledge at the forefront of media studies.

Dr. Durgesh Tripathi
Editor, IJCD

CO-RELATIONAL STUDY OF SELFIE AND SELF-ESTEEM; WOMEN USING SELFIE ON SOCIAL MEDIA DURING THE LOCKDOWN IN INDIA

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Abstract

The self-esteem of an individual narrates the story of self-worth and how much that individual values himself or herself. India as a country is advancing; we are living in an internet era where almost every individual is having a Smartphone. Covid-19 Lockdown has triggered the use of smartphones and internet consumption. Women in India are still struggling through the patriarchal society where they face many issues on a daily basis. They face both psychological and mental health issues and one of the major mental health issues faced is lower levels of self-esteem in women. Social media consumption of women has increased and with that also increased the selfie clicking and posting by women on social media which are affecting their self-esteem. The following paper is an attempt to study the self-esteem of the women who are using Facebook, clicking, and posting selfies on social media platforms. Six selfie factors were explored and a correlation between self-esteem and selfie factors was studied and presented.

Keywords: Self-esteem, Selfie, Covid-19, Women and mental health, Women and social media

Introduction

Women and their behavior vary from society to society as it depends on many factors like culture, education, economic background, power system, etc. The social media usage and self-presentation of women on social media also affect these behaviors highly (Öze, 2018). The popularity of Selfie is increasing day by day and has become an integral part of our lives. Selfies are liked to be clicked by both men and women but their popularity and usage are more in women as compared to men. In a study where 5000 phone images are analyzed, it was found that women use 8.6 times more selfies as compared to men, as women love to document their lives 5.4 times more as compared to men (Thomson, 2020). Women are more expressive and emotional and they find selfies as a mode to express themselves, it even helps them document the timeline of their lives. The use of selfies is helping women document and express themselves but this mode of expression and self-documentation is also bringing with it many psychological as well as social issues. Many studies show that women who are clicking selfies and using social media for posting them are facing many anxiety issues and these issues are further becoming a reason for body image-related problems, for example, feeling physically less attractive (S.Mills, Musto, Williams, & Tiggemann, 2018).

Further, these issues accelerate in the problem of lowering self-esteem in women. Selfies are becoming one of the reasons for lowering the self-esteem of women who are using them for show-off and other reasons on social media. Studies show that for social image-building selfies are used and further they seriously affect the personality, self-esteem, and confidence level of women using them (Biolcati, 2019). With covid-19 pandemic the communication

and its role have been revised, and the use of social media, the internet, and smartphones have increased. Connectivity with the internet has helped people isolated at home to connect with the outer world, and deal with boredom; anxiety, etc but at the same time certain problems related to social media usage has increased (González-Padilla & Blanco, 2020).

The following paper is an attempt to find out the effect that selfie clicking and posting behavior have on the self-esteem of women using them on social media, especially on Facebook. Six factors related to selfie-posting behavior were derived and a correlation with the self-esteem of the women using them is studied. The following study was conducted during the Covid-10 pandemic lockdown.

Theories, selfie and self-esteem

Social comparison theory: according to social comparison theory an individual connects socially with other people and collects information about these individuals, compares self, and does a self-analysis to rate their self higher or lower according to these comparisons (Festinger, 1954). Research clearly shows that self-comparison and representation on social media based on such comparisons not only affect self-esteem but also affect cognitive tasks and behaviors related to it (Toma, 2013). A study conducted on youngsters and their Facebook usage shows that social comparison also leads to a high level of neuroticism amongst people (GwendolynSeidman, 2013).

Social comparisons especially by the use of social media platforms like Facebook and Instagram etc affect self-esteem levels and make one socially anxious. These comparisons could be downward or upward i.e. considering someone superior or inferior to self (Jiang & Ngien, 2020). Both the comparison no matter whether it is downward or upward can lead to social anxiety that one does by comparing the content they can access on the social media platforms.

Use and Gratification theory: Use and gratification is a very important communication theory that helps to understand user behavior when it comes to communication on various media platforms. When it comes to social networking sites the gratification that one gets is remarkably high and the user is posting the content according to the intention of this gratification that he/she is receiving (Hossain, Effects of uses and gratifications on social media use: The Facebook case with multiple mediator analysis, 2019). By studying Use and gratification one can find out five 'W' and one 'H' of the reasons behind the choice of a particular media or content by people i.e. why people choose a particular media and not alternative media. It also helps in explaining and identifying the motives of users and the kind of gratification that one gets out of one particular media (Cheung, Chiu, & Lee, 2011).

Self-esteem: Self-esteem is one's ability to evaluate one-own self of his or her self-worth and this evaluation is based on the beliefs that one has about oneself, like how good, honest, bad, loyal, etc one thinks he or she is (Hewitt, 2009). Talking about basic human needs self-esteem is also included, as according to Abraham Maslow it forms the basic human need as people want to be respected by others. These needs are in the form of recognition of one's

hard work or success, admiration of looks, assets, lifestyle, etc. It may even vary in form of self-love, confidence that one has, and achievements in form of skills, etc (Maslow, 1997).

Selfies are known to promote levels of narcissism amongst people. This self-love on social media in the form of self-representation has not only proved to increase the narcissism level it correlates with self-esteem too. Research studies show that this self-promotion on social media is increasing anti-social activities in people, people are getting angry with others if they fail to comment, dislike, leave any negative comment or criticism on their photograph, and status; It shows a negative relationship between this behavior and self-promotion (J.Carpenter, 2012). People with low esteem display social media behavior like writing hateful comments, trolling, updating pictures and content about their romantic partners, etc One of the reasons behind this is that these people want to attract more attention and want to feel good by all the like, comments they receive (Davis, 2016).

Women, Selfie and Self-Esteem

Women in Indian society have always been idolized in certain manners as we follow a patriarchal system in our society. Advertisers and marketers have also triggered and stereotyped the image of the women and created “the ideal women” a myth which has affected not only the personalities of women who don’t fall under that category but it has also affect women socially and psychologically (G.P. & Unnithan, 2017). Selfie is also one of the factors which have added to increasing the stereotype created by the market about this ideal women image. All women who click a selfie wants to look beautiful; the following is evident by the increased use of filters and apps that enhance a selfie, high angle shots, filters that clear the skin and make one fair, filters that enhance the jaw-line and eyes are very popular and comes with a promise that they can make one beautiful like a celebrity. Researchers show that these selfie-clicking behaviors and using these filters for posting selfies on social media are leading to many psychological problems like increasing social sensitivity and further becoming the reason for low self-esteem levels in individuals (Shin, Kim, Im, & Chong, 2017).

As it has become evident that women are using selfies extensively so the mental issues related to selfies are also faced more by women. The usage of the internet and mobile phone has increased during the covid-19 pandemic in the entire world and with it, the usage of selfies has increased amongst women too (News18Buzz, 2021) (Subudhi & Palai, 2020). In an exploratory research, it was found that women identify selfies as body image projection, tools to form a social image, and a yardstick for ideal body type. Selfies are used to project an unreal image by the use of filters and other editing applications and features which is generating confusion and that is creating a fake personality (Grogan, Rothery, Cole, & Hall, 2018).

As selfies provide instant gratification it is believed that selfies can boost self-esteem and confidence with the number of likes, comments, etc one gets as it provides validation. It is also found that selfies are used to convey happiness and to show beauty, especially by millennials (Pounders, Kowalczyk, & Stowers, 2016). But the following in the long run has negative effects and could lead to affecting the self-esteem levels of an individual.

Research Objectives and Hypothesis

Self-esteem correlates with the selfie-clicking behavior of women using social media platforms. The objective of this research was to understand the factors which formulated these selfie clicking behavior and to find out the correlation that exists between those factors and self-esteem. The following are the hypotheses formed for the research and which were further tested.

H1: The use of selfies for social image construction on social media correlates with self-esteem.

H2: The self-esteem of women is also affected by the selfie-posting behavior.

H3: The gratification that women get by posting selfies also affects their self-esteem.

H4: The dual personality created by posting the selfie also affects the self-esteem of an individual.

H5: The body image presentation through selfies affects the self-esteem of women using social media.

H6: Selfie-clicking behavior is strongly correlated with self-esteem.

Research Methodology

The following research is women-based research where a survey was conducted on an (N=400) sample. The following samples are Facebook users who click and use selfies as a mode of communication on this social media platform. The following survey was conducted during July-August 2020, the Covid lockdown period because of which an online survey mode was conducted. The Snowball sampling method was chosen and the survey was given to 50 people through a convenient sampling method and they were asked to pass on the survey further. The survey was conducted on Indian women, from the age group of 16-60 years. To introspect the issue and for deeper understanding expert interviews were also conducted. The experts were divided into four categories: social media experts, photography experts, psychology experts, and communication experts.

Rosenberg self-esteem scale: There are many standardized tools for measuring self-esteem levels amongst people. One of the popular and effective tools used in social science research is Rosenberg's self-esteem scale developed by Morris Rosenberg. The following is a ten-item Likert scale of four. The scale was divided into has 0 to 3 scores where zero is equal to strongly disagree to 3 is strongly agree. A score less than 15 indicate a less self-esteem levels ("Rosenberg Self-esteem scale") (Rosenberg, 1965). The following scale is used in the research to measure the self-esteem levels of the women who participated in the survey.

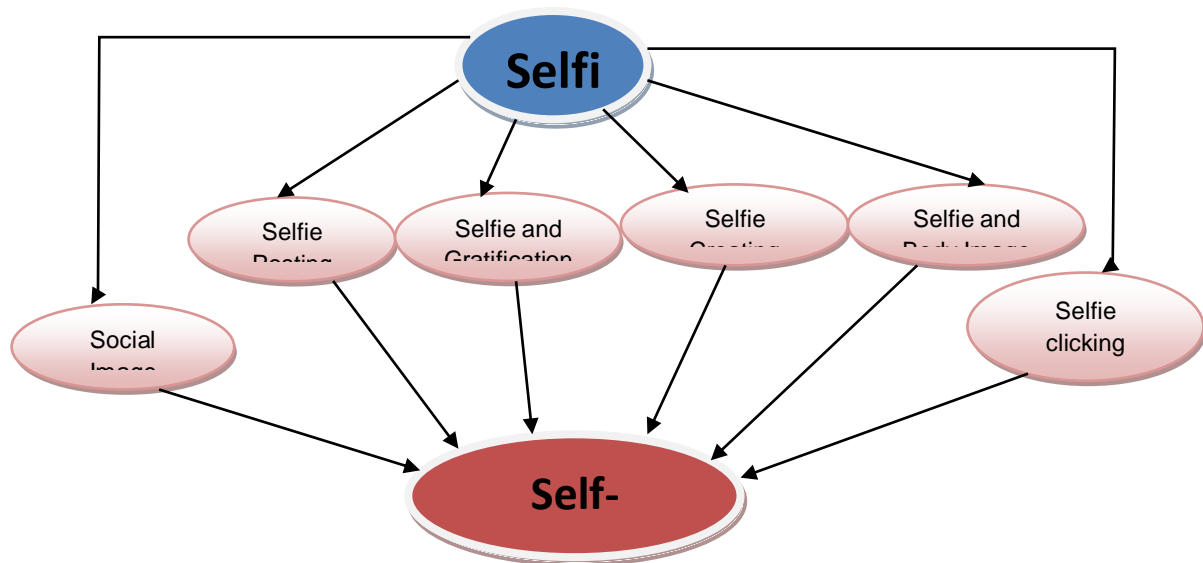
Figure 1: Conceptual Frame work

Figure 1 shows the conceptual framework of the research based on which the questionnaire was developed. Selfie clicking and posting behavior on social media were driven by the six factors i.e. Social image construction, selfie posting behavior, selfie and gratification, Selfie creating dual personality, selfie and body image, and selfie clicking behavior.

The questionnaire was developed with a self-esteem scale in part A which consisted of ten questions and Part B of the survey consisted of forty-four four questions based on a Likert scale of seven. After applying Exploratory Factor Analysis the above-stated six factors were formed. A correlation between the self-esteem scale and these six factors was carried out.

The research data were analyzed with the use of SPSS 20. The data was collected by snowball sampling technique. As the research was conducted at the time of the Covid-19 lockdown, researcher used Google forms to fill the survey digitally.

Results and Discussions

In a sample of (N=400) **Figure 2** shows the age of the respondents according to the demographic statistics it was found that the majority of the women who participated were from the age group of (21-30) years 40%, after that age group ≤ 20 were 23%, 31-40 year were 21% and >40 were only 7%. So the research was dominated by young women. **Figure 3** looking into the statistics of family types of these women, the majority belonged to the nuclear family =69%, then joint family 29%, and lastly only 4% were who were living alone. **Figure 4** shows the education data of these respondents majority of them were graduates 44.3%, followed by the women with graduation 31.3%, 15.5% who have done 12th, 10th pass were 0.8% and lastly, the one with Ph.D. were 4.0% and another category was 4.3%. **Figure 5** shows the demographic in terms of occupation, the majority of the women

who participated are students i.e. 44.3%, 29.8% are working women doing service, 10.5% were homemakers, 10.3% unemployed, and 5.3% doing business.

Figure 2: Demographics (age)

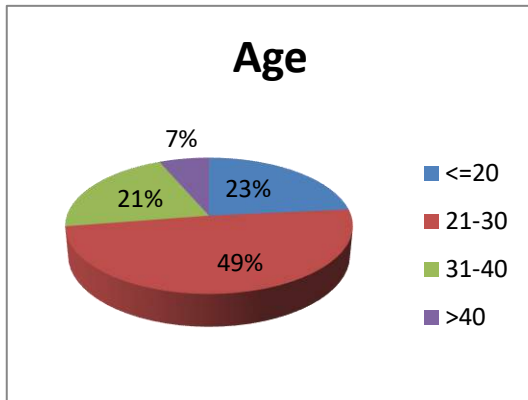


Figure 3: Demographics (Family Type)

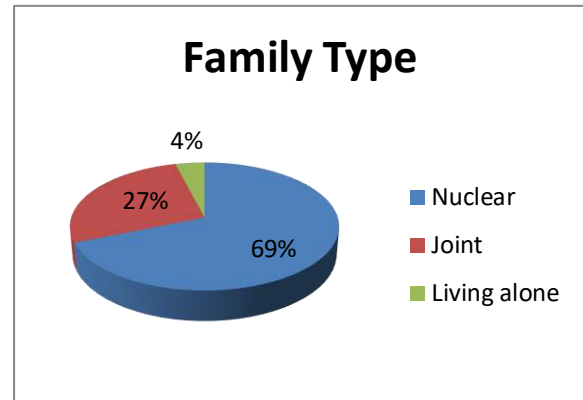


Figure 4: Demographics (educational qualification)

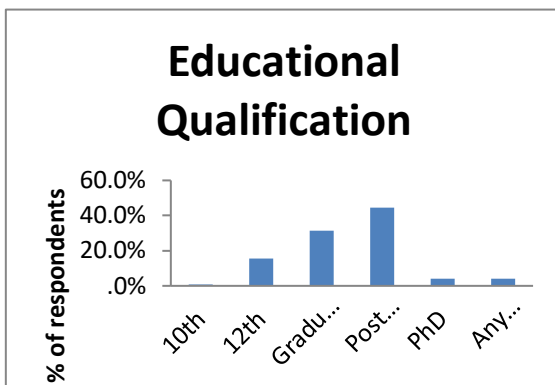
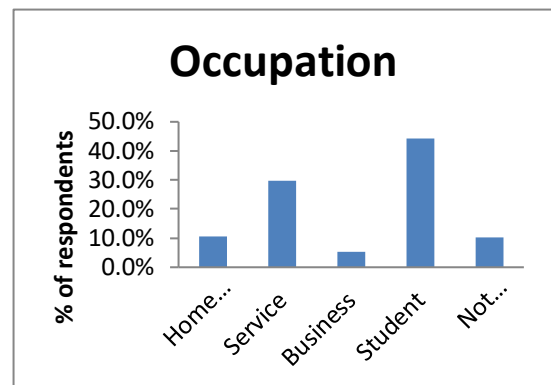


Figure 5: Demographics (Occupation)



The Pearson correlation data shows the correlation statistics, **table 1** shows the correlation self-esteem has with the six explored selfie factors. By observing table 1 one can interpret that self-esteem is negatively correlated with the social image construct that one does with the help of selfie posting over social media i.e. ($p=-0.002$) the following could be understood more, as a person uses selfies to build a particular kind of social image with the help of selfie over social media the following will affect the self-esteem of a person negatively. The following proves H1 true as the use of selfies on social media by posting them on social media for social image construction correlates with self-esteem but this correlation is negatively associated.

H1: The use of selfies for social image construction on social media correlates with self-esteem.

Observing the statistics to find out whether H2 stands true one can interpret that as ($p=0.045$) which shows no significant correlation with self-esteem which says that selfie-posting behavior like posting more or fewer selfies, frequency, etc does not affect the self-esteem of

an individual in this case, especially women. So the H2 stands null self-esteem of women is not affected by the selfie posting behavior.

H2: The self-esteem of women is also affected by the selfie-posting behavior.

Table 1 statistics shows that the correlation value of self-esteem versus selfie and gratification was (-0.053) which means that self-esteem shares a negative correlation with the gratification that one gets out of posting a selfie i.e. more a person gets gratification by posting a selfie on social media and use it as a tool for gratification the more the person's self-esteem is affected negatively. According to social media and psychological experts, selfie posting and sharing give instant gratification as people like and comment but the following gratification hampers one's self-esteem negatively and is unhealthy for the person. Hence the H3 also stands true the gratification that women get by posting a selfie also affects their self-esteem.

H3: The gratification that women get by posting selfies also affects their self-esteem.

Further, the Pearson correlation shows that self-esteem is also negatively correlated to selfie creating dual personality ($p=-0.007$) the following suggest that selfie is used by women on social media which is causing dual personalities and these dual personalities are causing a negative impact on the self-esteem level of individuals. Self-esteem is negatively affected as the dual personality created is different from the real personality of the woman. So the H4 is also true.

H4: The dual personality created by posting the selfie also affects the self-esteem of an individual.

Table 1 Pearson correlation

Pearson Correlation							
Correlations							
	Self Esteem	Factor-A Social Image Construction	Factor-B Selfie Posting Behavior	Factor -C Selfie and Gratification	Factor-D Selfie Creating Dual personality	Factor -E Selfie and Body Image	Factor-F Selfie clicking behavior
Self Esteem	1	-.002	.045	-.053	-.007	-.059	-.030
Factor-A Social Image Construction		1	.317**	.324**	.170**	.229**	.176**
Factor-B Selfie Posting			1	.084	.129**	.178**	.102*

Behavior							
Factor-C Selfie and Gratificatio n				1	.133**	.093	.047
Factor-D Selfie Creating Dual personality					1	.088	.036
Factor-E Selfie and Body Image						1	.145**
Factor-F Selfie clicking behavior							1
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Looking at the statistic by observing table 1, self-esteem is negatively correlated to both selfie-body image and selfie-clicking behavior. The following data suggest that posting selfies are causing body image where women are trying to portray a body that is closer to their ideal body type. According to experts, Women are trying to showcase themselves as slimmer and fairer by the use of applications and filters, and the following is leading to low self-esteem levels in these women. It is also noted that when women are clicking more selfies and are conscious about clicking selfies, the following is also lowering their self-esteem levels of the women. Hypothesis H5 and H6 also stand true.

H5: The body image presentation through selfies affects the self-esteem of women using social media.

H6: Selfie-clicking behavior is strongly correlated with self-esteem.

Conclusion

Many studies have shown from time to time that extensive use of social media and the internet has led to addiction and become a cause of psychological, physiological, and social behavior problems (Hou, Xiong, Jiang, Song, & Wang, 2019). Social media and communication experts interviewed worry that likes, shares, and comments have become a very important factor in people's life. The moment one clicks a selfie and uploads it on social media platforms the wait for validation in form of several likes one gets and comments starts, people are getting in the loop of checking and re-checking their notifications which are adding to the anxiety and addiction of social media, certain application and expression/self-presentation medium like a selfie.

The research ended with the conclusion that the self-esteem levels of women are affected by the usage of selfies on social media platforms like Facebook. Communication experts believe that selfie-and its posting give instant gratification to a person but it is very short-lived. To regain that gratification women start to post more selfies, and post them after treating them with image manipulation applications, filters to look good and present the better side of themselves which many times is unreal.

Six out of five selfie factors formed have negative correlation with the self-esteem of the women who participated in the survey. These selfie factors were Factor-1 selfie used to create a social image, Factor-2 selfie and gratification, Factor-3 selfie creating dual personality, Factor-4 selfie and body image, and Factor-5 lastly selfie clicking behavior. It was found that the use of selfies for social image construction on social media has a negative correlation with self-esteem. People use selfies for social image projection but the case where the image projected is unreal or projecting self that is created with manipulation; in that case, it can hamper one's self-esteem. It was also found through the study that the self-esteem of women is not affected by the selfie posting behavior hence the hypothesis formulated was null, it is not the posting behavior that affects the personalities it is the other factors mentioned in the study that has shown the effect.

The gratification that women get by posting selfies also affects their self-esteem. It was founded through study that it has a negative correlation and psychological experts and photography experts also commented that the gratification one gets out of posting a selfie on social media is instant but it is not only short-lived but the following turn into addiction as one craves for more such attention that one gets and this attention that one gets is superficial which becomes difficult to understand. Psychological experts said that many people are filling the voids like loneliness; attention etc that they have in their real life through this and this gratification cannot compensate for real-life problems which many times become hard to understand.

Selfie also causes dual personalities and it affects real personality by affecting self-esteem levels negatively. Apart from this, it was also found in the research that body image presentation through selfies affects the self-esteem of women negatively using social media and lowers the confidence level that these women have towards their body as they idealize a perfect self. And lastly, Selfie usage behavior is strongly correlated with self-esteem in a negative way as more people are involved in clicking selfies where a person does not stop by clicking one selfie, but clicks more than one and wants to attain perfection in their selfie to be posted in this case the self-esteem levels are affected.

Selfie and social media are used extensively by women and with this pandemic it usage has increased. This mode of expression and sharing information, documentation of life etc is very effective but the following should be done by understanding the drawback and limitations it brings with it. By following a balanced approach one can attain maximum benefits through using selfie on social media and mental as well as physical health problems could be avoided.

Limitations and future scope

The research was conducted during the time of the pandemic and the data was collected through Google from so the impact that data collected through one-to-one interaction was missing. The confusion that respondents may have or the misinterpretation of questions cannot be solved. The research was gender-based and was conducted on women and does not cover the same issue from the point of view of men is also one of the major limitations of the study.

With Covid-19 lockdown, the use of the internet and social media has increased and with this even the mental issues related to using social media and selfies, this research will further be developed to make a standardized tool where people can do a self-analysis if the use of social media and selfie is increasing and put a self-check.

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DIGITAL PUBLIC SPHERE AND WOMEN: A CRITICAL DISCOURSE ANALYSIS OF READER'S ONLINE COMMENTS ON THE COLUMN "THE OTHER HALF" PUBLISHED IN 'THE HINDU'

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Abstract

Mainstream media content on socially crucial issues generates more discussions and debates in online platforms. The online news sites encourage reader's participation by means of enabling them to like, share, comment on the content. This paves way for the readers' engagement with the content as well as other readers. The chain of comments continues to grow sometimes to more than hundreds or thousands of comments. This phenomenon initiates a public discussion on the online news platforms. It is interesting and vital to know the public opinion on socially crucial content based on their online participation. This paper analyses the online comments of readers on the content exclusively written on women issues, the column in the daily, The Hindu by Kalpana Sharma. Using Critical Discourse Analysis as the theoretical and methodological background this paper analyses the user generated content.

Keywords: CDA, Readers' Comments, Online news Portals, The Hindu, The Other Half, Kalpana Sharma

Introduction

Research shows that the allotment of space by mainstream media for women's issues is limited to recipes, beauty tips, decorations, health, etc. Especially, a mainstream daily allotting a space on a regular basis is been rare. Continuous deliberations that deconstruct the existing patriarchal norms of the society were not common in news dailies until the past decade. This paper has taken one such column, titled "The Other Half," that appeared in the online news site of The Hindu in the Sunday Magazine section for a couple of years. Also, online news sites provide readers an opportunity to comment on the content as soon as they access it. From a research point of view, it is also convenient to access the online comments of readers to understand the public deliberations in the digital public sphere. A Critical Discourse Analysis of the readers' comments is employed to understand what the readers on online news platforms deliberate on socially significant issues like gender. As stated by Janks (2006), Critical discourse analysis (CDA) stems from a critical theory of language that sees language as a form of social practice. All social practices are tied to specific historical contexts and are how existing social relations are reproduced or contested serving different interests.

Background of the study

The hierarchical patriarchal systems and structures are deep rooted in families, politics, media, education, and religion. This power provides benefits to one section, the male members, the male privilege in terms of education, opportunities and property. Women were

denied basic rights to education, employment, property – until laws enforced equality. In the above scenario, the woman's status is still in a suppressed state where access to basic rights to education, healthcare, security, freedom, and so on is still a distant dream. Traditional and cultural forms of discrimination against women, which continue even in the postmodern era, include early marriages, unequal priority for girl child education compared to male children, sex-selective abortions, female feticides, wife battering, physical and verbal abuse for being born a girl, traditional discriminatory practices like tattooing on a widow's forehead, increasing suicides of mothers with their children due to family level violence and discrimination, forceful confinement to conventional roles of home keeping and child-rearing, sexual harassments, denial of say in marriages, and so on. The continuing forms of gender-based discrimination suffered by women are not even considered to be an issue of importance. It is part and parcel of the so-called everyday life of women in the cultural and traditional setup across the country. Gender-based discrimination has been normalized as a standard and cultural practice. Women were on the receiving end of such forms of structured inequalities, and men were in a privileged position compared to women with access to education and not in the bonds of systems like sati or denial of marriages for a widower. Realizing women's status and questioning the inequalities paved the way for the struggle for women's rights on par with men. However, in India, men leaders were the people who advocated for women rights and freedom as in the case of Raja Ram Mohan Roy.

Understanding Feminism in the Indian Context

Feminism is the realization of the subordinate position of women and the related social injustice and inequalities faced by women in the socio-cultural, political, and economic contexts. Feminism demands eliminating the disparities and social inequities toward a gender-equal society. As Byerly & Ross (2006) state, the words feminist and feminism refer to women's liberation movements since the 1970s that have been aimed at securing women's right to participate in their societies, including the ability to enter into public deliberation, institution-building, and other processes associated with citizenship. Feminism in India is still seen as a Western influence and something alien and dangerous to the country's culture. It was not received in its real sense in the Indian context and was never treated for what it was among the world masses. Chaudhuri (2004: xv–xvi) observes, for instance, that feminism in India has to be "located within the broader framework of an unequal international world." Still, she also asks whether hesitation to use the term might exclude women "from the feminist heritage" (as cited in Byerly & Ross 2006). Women have been at the receiving end of unequal treatment and were the sufferers of discrimination by being confined to home, denied education, and enforcing child rearing as the primary task. The men folk, in turn, were burdened with the entire economic sustainability of the family in terms of survival. So division of labor or roles were not gender equal or neutral. Many argue that suppressing women was not a planned process but an emergence resulting from a particular way of social life. Still, when social practices emerge violating the fundamental rights of women, then it is a serious concern.

As John (2014) puts it, Indian feminism has three episteme or grids of intelligibility in the history of “women” and “feminism” in India. The struggle for education, widow remarriage, and dowry prohibition was the first wave of feminism in the Indian context. She puts that the first campaigns, public debates, and fierce controversies on women and their status, initiated by men (Indian, British, missionary, and so on), stretched across the 19th century in different forms at different levels. Even if there had been radical women thinkers, there needed to be a platform for them to come out with their ideas due to obstacles like lack of education and empowerment within the patriarchal social setup. However, it was not the same with men folk of the nation; who had the freedom to deliberate radical ideas even beyond traditional solid contradictions. So, in the Indian context, the extreme voices and writings on feminism were heard and read first by men. Women taking a role in public or social life was socially accepted in a larger context only in the nation's freedom struggle. John (2014) calls the second episteme the national episteme, which came to be constructed by a founding generation of nationalists from the 1940s into the 1960s. The third wave is the post-national and after the 1990s to the present.

Gendered Space in Mainstream Media

Amidst the above social context, a voice for women in the mainstream media, more sensitive or radical, was not allowed much. Only women writers who played a safe role, constructing women-related narratives within the socially prescribed norms, were allowed to have a space in the mainstream media. The other women who wanted to bring a change were voicing their concerns on the so-called 'alternative media platforms. Slowly the trend is changing, and beyond the 21st century, there are spaces for women who care about women's rights in the mainstream mass media. This is a real struggle, and today we find many women writers writing on women's rights and social responsibility. One such writer is Kalpana Sharma, a journalist who writes columns in the mainstream dailies on women and marginalized people of the society.

Kalpana Sharma – Voice of Voiceless

Kalpana Sharma is mainly known for her critical voice for the voiceless who has never feared pointing out the odds, even during her tenure in the Himmat during emergencies. Being a senior journalist, she has stood for the values she believes in and articulated in her blog 'ulti khopdi.' This blog is written by Kalpana Sharma, who writes about cities, the environment, developmental issues, the media, women, and many other subjects. The title 'ulti khopdi' is a Hindi phrase referring to someone who likes to look at things from the other side. Kalpana Sharma has been a journalist since 1972 and has worked with Himmat, The Indian Express, The Times of India, and The Hindu. She has specialized in writing on environmental and developmental issues, with a particular focus on the concerns of women. With Ammu Joseph, she has written and edited *Whose News? The Media and Women's Issues*. For her column, 'The Other Half', which first appeared in The Indian Express (and then in The Hindu, where she is a Deputy Editor), Kalpana Sharma was awarded the Chameli Devi Jain Award for an Outstanding Woman Journalist in 1987. She is the author of *Rediscovering Dharavi: Stories from Asia's Largest Slum* (Penguin India) and has edited *Missing: Half the Story, Journalism as if Gender Matters* (Zubaan Books). Also served as a columnist in The Sunday Magazine

supplement of The Hindu, The Hoot (www.thehoot.org), and an editorial consultant with the Economic and Political Weekly. She currently writes a fortnightly column, Broken News, in NewsLaundry.com and is also a freelancer continuing to write on people-centric issues of social concern.

Digital Public Sphere

New communication technology expands the means by which persuasive messages are disseminated to receivers (Walther, David, Kim, & Antony, 2010). Online news sites allow readers to spontaneously register their opinions in the comment's column, thus enabling them to play an active role. The comments can be in the form of opinions, suggestions, appreciation, or sometimes totally against the context of the text. As per a survey by Princeton Survey Research International among more than 2,000 adults in the year 2010, it was estimated that one-fourth of U.S. Internet users had already participated in comment features on news articles or blogs; it further stated that 72 percent of news consumers reported that they "follow the news because they enjoy talking to others about what is happening in the world" (Purcell et al., 2010, p. 4).

Statement of the problem

In the above context, this study concentrates on the online public discourse on the columns that regularly appeared on women's issues covering many issues of social importance. The column in The Hindu online news site has been titled "The Other Half" and written by the journalist Kalpana Sharma based in Mumbai. Before this specific column, she had been writing in the said paper as a columnist. Later she regularly contributed to the column on women titled 'The Other Half'. This has been seen as a space to articulate on women related issues, from health, education, violence, rights, problems, and day to day

Objectives of the study:

The study aims to determine the nature of issues covered in the columns on women. The central part of the study is to critically analyse the trends of online public discourse among the readers of the columns on women. Their response to the article includes comments, likes, and shares via social media platforms. Also, to evaluate the nature of the words, by whom, and to understand if they reflect society's understanding of gender. The comments of the readers available on the online news site of the column are taken for analysis using Critical Discourse Analysis.

Critical Discourse Analysis

Critical Discourse Analysis (CDA) on a news site can illuminate the nature of discourse on the issue taken for analysis. CDA focuses primarily on social problems and political issues rather than current paradigms and fashions (Dijk, 2001). Dijk (1998) states that developments in the new discipline of discourse analysis allow us to study media text and talk more explicitly, systematically, and interestingly. He further states that such an analysis considers media discourse and news as a particular form of social and institutional practice in

a broader socio-economic and cultural framework. The primary function of CDA, as introduced by Batstone (1995:198), is to "seek to reveal how texts are constructed so that particular (and potentially indoctrinating) perspectives can be expressed delicately and covertly" (as cited in Mahfouz, 2013). Critical discourse analysis deals with the long-term analysis of fundamental causes and consequences of issues. Therefore, it requires an account of complex relationships between text, talk, society, and culture (Mogashoa, 2014). Figueiredo (1998b) studies the legal discourse from the perspective of CDA identifying the effects the linguistic practices of the criminal justice system have on the social positions of judges, defendants, and complainants and how they relate with the world and with each other. The study identifies a circular relationship between discourse and subjective, i.e., individual speakers/writers produce texts and talks. However, as social agents, they are created by discourse through their experiences of texts and talks.

CDA in this analysis

Lu & Catalano (2015), in their study, do a critical discourse analysis of reader comments in online news reports about Dual Language Education (DLE) to learn more about the current state of public opinion regarding media discourse about these programs and the type of discourse that might be most effective in promoting DLE for all students, but particularly those who need it most—i.e., minority language learners. According to Fairclough, each of the dimensions of CDA requires different kinds of analysis: 1. Text analysis (description); 2: processing analysis (interpretation), and 3. Social analysis is an explanation (Janks, 2006). In this current study, CDA is used to critically examine the production of the comments in terms of the gender of the reader. It also analyzes the content of the comments to find out if they are accepted, argued, or rejected by the readers based on gender.

Further, the study also tries to see if the existing social attitudes relating to women are reflected in the readers' comments. Owing to a large amount of data, the researcher chose to take the columns of a particular year, 2015, since it has continuity. The articles were published in the online news site of the daily The Hindu. All the writer's columns in this online news site of the selected year were taken for the study. Thus, this study takes the columns written by the author in the year 2015 from the available online sources, which are 22 columns in number. Out of the 22 columns, the CDA was applied to the comments of the readers on the issues for each of the columns.

Nature of issues covered in the columns on women: The study finds that 31.82% of the cases are on issues relating to violence against women, such as sexual harassment at the workplace, rape, cybercrimes, moral policing, child sexual abuse, violence on dalit and tribal journalists and gender-based violence. Following this is the columns on social and political systems and the problems arising out of them, namely, politician's comments on women-related issues, how the police and the criminal justice administration deal with victims of rape, and social response to the documentary named "India's daughter" – the one on the gang rape and murder of the Delhi physiotherapy women student in 2012. Apart from the above issues relating to women's development and gender discrimination, gender roles and issues relating to war and migration have been covered during the study period.

1. Text Analysis

Gendered constructions of comments: The study shows that only 58.70% of the men's comments support ideas in the columns on gender, whereas when it is women, the percentage is 70. Similarly, 20% of the comments by men and 37.5% of comments by women are found to be against the idea of the writer. 22.5% of the comments place arguments to the writer pointing out the additions or suggestions towards the columns. This is in agreement with the study that states that the openness of these participatory technologies has the potential to complicate or subvert the intended effects of central messages by juxtaposing contradictory sentiments of other users alongside the central messages that a persuasive source intends to convey (Walther, David, Kim, & Antony, 2010). McGregor (2003:2) argues that given the power of the written and spoken word, critical discourse analysis is necessary for describing, interpreting, analyzing, and critiquing social life reflected in the text (as cited in Mogashoa, 2014). Power, dominance, and inequality between social groups typically belong to a macro level of analysis (Van Dijk, 2001). In the text of the comments, one can observe that for one of the columns on the work of women, the comment is as follows by one of the readers

"What nonsense headline n story...even men work hard... Women"

This takes the content in a wrong sense where it does not say that men do not work but tries to explain the hard work of women from a gender perspective. Similarly, some comments by women on the column on gender spaces support the writer like,

"Yes, parents should educate boys. They should be told to respect and behave with girls/women. They should have knowledge of what will happen to them if they misbehave."

For the same column, some of the men comment like

"This article seems to be a case of writing for the sake of writing. The author has not revealed a secret. It is well known that in over 70% of rape cases, the accused are found to be known to the victim."

For the same column, some suggestions are also provided,

The author forgot to mention the reality of hardcore porn readily available to people in this country, major or minor, through Smartphones, which is driving them into committing these crimes

The above sample analysis of the text shows that the biases or prejudices of gender in both men and women are reflected as per their gender orientation in the social setup. The texts reproduce the social norms irrespective of their good or bad.

2. Process Analysis

Access to discourse and power: when it comes to commenting trends on the online content by the author as specified in the above context. The access to discourse and, in turn, exhibit

power on issues where public opinion is formed has been the men at the forefront. As for the use of online technologies, several studies have pointed out that women's access and public deliberation are comparatively low when compared to men. Thus the gender of the persons who had commented on the online columns was assessed based on the names; still, those names that were not clear in the assignment of gender were considered comments from anonymous people. It is found that there exists a digital divide in terms of gender where 70.77% of people who have commented on the columns are male, whereas 15.38% are women, and 13.85% are anonymous or names with gender confusion. This shows that women are still far beyond in terms of online deliberation on critical social issues.

3. Social analysis

Trends of online public discourse on gender: The sharing of columns on gender-related issues shows the public discourse on gender. It shows how the public perceives the issues of gender to be necessary. Out of the 22 columns, there were 3219 shares via social media platforms, with an average of 146 shares per column. Also, the columns that have been shared more than 50 times are 54.55%, and those shared more than 100 times are 31.82%.

Reflecting on social reality: The study finds that there had been 65 comments from the readers on the columns. This is an average of 3 comments per column. This shows the level of importance online readers give in terms of commenting on issues relating to gender. The study finds that more than women readers, men have participated more in commenting on the columns on gender issues.

Conclusion

The differences of opinions or attitudes based on gender come from the basic social system, the family, and are carried on to society, and it is reflected in the online discourse of the readers of online news sites. Thus, online media need to include deliberations on socially significant issues like gender and provide space to record, argue, appreciate, negotiate, and discuss such crucial issues for the betterment of society. Even if the readers reflect the social context in their comments, it is also a space for activists, educationists, and women's rights people to register and educate the public in their way in these common discourse platforms. The digital public sphere is a democratic space for public deliberations on socially vital issues. This has to be utilized its maximum for the common good of the society and its wellbeing.

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A STUDY OF THE EFFECTS OF MEDIA ON SOCIO-CULTURAL LIFE IN THE ERA OF COVID19

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Abstract

A mysterious outbreak of pneumonia in late 2019 was traced to a seafood wholesale market in Wuhan of China. Within a few weeks, a coronavirus tentatively named as 2019 novel corona virus (2019-nCoV) was announced by the World Health Organization. We performed sample survey on citizens of Kotma Tehsil during second wave of corona virus delta variant infection. Analyzing the socio culture of citizens in order to reconnecting the ancient home remedies and how false narrative can be tackled.

As socio culture is day to day happening in a life of an individual which includes food availability, dietary quality, normal daily activities, and access to recreational public settings, social activities. Historical data plays a crucial role in analyzing the degree of change of socio culture among population; this study is to evaluate the overall impact of COVID-19 on socio culture changes experienced by individuals of Kotma Tehsil of Madhya Pradesh district during the pandemic. The answers to the questions will establish a fundamental basis to develop appropriate recommendations for government and socio culture modifications of individuals during this point.

Keywords: Society; media; narrative; tradition; culture;

Introduction

One of the pandemics in the history of human development, COVID-19 has penetrated almost every country leading to numerous deaths. It causes respiratory problems, tiredness and fever. Although the spread of this disease is not known to be airborne, it can spread to another person through small droplets from when the nose or mouth of a person with COVID-19 coughs or exhales. These droplets may land on a surface which the other person may come in contact with and then consequently touch his eyes, nose or mouth, which could trigger the spread.

COVID-19 may be a global burden which continues to redefine daily socio culture-related habits during a significant manner because the pandemic progresses through its different phases. Public health recommendations and government measures taken to abate infection have indirectly impacted food availability, dietary quality, normal daily activities, and access to recreational public settings, social activities, work and financial security. These factors compound over time to transform socio culture-related behaviours, especially daily eating, activity and sleep behaviours that are known to be independent risk factors for metabolic complications such as obesity, diabetes and cardiovascular disorders.

Few preliminary studies from the west have highlighted a negative impact on various socio culture-related behaviours as a possible implication of COVID-19. However, these studies were done after the complete lockdown phase and suffer from methodological limitations like less representative sample and non-validated tools for data collection. Moreover, the interplay of the severity of COVID-19 infection with different social, economic and cultural constructs in determining the extent of changes in socio culture-related behaviours might vary from country to country. There is a scarcity of evidence that evaluates the effect of COVID-19 on socio culture-related behaviours in India. It is important to investigate some key questions such as which socio culture behaviours are most affected, how severe is the impact of COVID-19 on these behaviours, what the reasons for these changes are and which demographic section is the most impacted.

Fake news articles are intentionally and verifiably false designed to control people's perceptions of reality has been wont to influence politics and promote advertising. It has also become a method to stir up and intensify social conflict. Stories that are untrue which intentionally mislead readers have caused growing mistrust among citizens. In some cases this mistrust results in incivility, protest over imaginary events, or violence. This unravels the material of yank life, turning neighbour against neighbour. Why would anyone do this? People, organizations, and governments, foreign governments, even our own media groups and famous personality create turmoil using use fake news for two different purposes. First, they intensify social conflict to undermine people's faith within the democratic process and people's ability to figure together. Second, they distract people from important issues so that these issues remain unresolved. This section explores how fake news is used for distraction and intensifying conflict. Considering these questions, I undertook this study to evaluate the overall impact of COVID-19 on socio culture changes experienced by individuals of Kotma Tehsil during the pandemic. The answers to those questions will establish a fundamental basis to develop appropriate recommendations for the individual's traditional socio culture and cultural modifications.

A special study of Kotma Tehsil, will provide ground reality of the problems faced by local people which is part of Anuppur District, Madhya Pradesh. The local people are experiencing various socio-cultural problems during this global burden of Covid-19 also considering role of media to inform and aware people regarding of Covid-19. This research is done to investigate how life styles of people are being affected during lockdown, objectives are:

- Explore perceived socio culture changes after the outbreak of COVID-19 and the association with subjective well-being (SWB) among the general population in Mainland Kotma.
- To explore how people of Kotma challenged the false reporting made by media during second wave of corona.
- Find out the impact mass media on their mental health in day to day life.

Review of literature: The chapter talks about the various articles that were found relevant and constructive with regard to this study from different perspectives. Some of the articles

and reports facilitated for having an understanding about the topic that were very contradictory in the society and also they were providing practical analysis and suggestions related to Covid 19 and rumours that are reason for the panicked society.

In general, this exercise is an essential part of the study which supplemented with the additional knowledge from the various experts, virologist, and researchers etc, who contributed in this field of Corona virus a global pandemic.

COVID-19: **Today** everyone knows that the Corona virus disease was outbreak from Wuhan, China Last December 2019 and initial January 2020. With this article, we get to know about similar kind of outbreaks namely SARS-CoV (2003) & Middle East Respiratory Syndrome Corona virus- MERS -CoV (since 2005). Corona virus is not just single virus it is group of virus belonging to coronaviridae Family; sized 65-125 nano metre in diameter which is single strained RNA virus (Rana, 2020).

This article's deals about, strengthening public distribution system so that people can follow social distancing rather roaming out to satisfy the daily need of food ,hunger. Journal pre-proof (Insight into 2019 novel Corona virus an updated interim review and lessons from SARS-CoV and MERS-CoV.This article deals with the origin of the outbreak and its treatment (Bauch, Lloyd-Smith, Coffee, & Galvani, November 2005).

In December 2019, a pneumonia outbreak of an unknown etiology happened or took place in Wuhan, who buy province of China which spread rapidly. CCDC (Chinese centre for Disease Control and prevention), termed a novel beta Corona virus as 2019-nCoV locally. In official term it is named as SARS-CoV2 (Severe Acute Respiratory Syndrome Corona virus2) which is the reason for today's pandemic (Jasper Fuk-Woo Chan, 2020). It was the 3rd zoonotic Corona virus outbreak in the last two decades off 21st century. This article clarifies Corona virus region that belongs to sub family or the corona virinae which mainly causes respiratory and gastrointestinal tract infection. With the result of genome sequencing 2019 -nCoV It is almost 98% identical to bat SARS -LIKE - CoVZXC21, Approximately 82% identical to human SARS-Cov and about 50% identical to MERS -CoV(Alaa Badawi, 2016).

Both the MERS and SARS CoV Where transmitted from bats to humans via dromedary camels, it is said that there will be surely another animal probably acting as an intermediate host between bat and human, this suggested name is pangolins Because their genome is approximately 85 to 92.4% similar to 2019-nCoV And in other researchers it is suggested that 2019 -nCoV was the recombinant virus of bat Corona virus and snake Corona virus. Truth is yet to be discovered.(Alaa Badawi, 2016, pp. 791-801)Till the testing for successful vaccine is not come out with 100% result successful health tactics shall be approached like washing hands, sanitizing, social distancing, isolation as the incubation period for the COVID-19Corona virus is high(World Health Oraganiztion, 2021).

What is Corona virus?

Corona viruses are a family of viruses that can cause respiratory illness in humans. They get their name, "corona," from the many crown-like spikes on the surface of the virus. Severe

acute respiratory syndrome (SARS), Middle East respiratory syndrome (MERS) and the common cold are examples of Corona viruses that cause illness in humans.

The new strain of Corona virus, COVID-19, was first reported in Wuhan, China in December 2019. The virus has since spread to all continents (except Antarctica) how does the new Corona virus (COVID-19) spread from person to person?

COVID-19 is likely spread: When the virus travels in respiratory droplets when an infected person coughs, sneezes, talks, sings or breathes near you within six feet. This is thought to be the main way COVID-19 is spread. When the virus travels in small respiratory droplets that linger in the air for minutes to hours from an infected person who is more than six feet away or has since left the space. This method of spread is more likely to occur in enclosed spaces with poor ventilation. From close contact (touching, shaking hands) with an infected person. By touching surfaces that the virus has landed on, then touching your eyes, mouth, or nose before washing your hands. (Not thought to spread easily by this method.) COVID-19 enters your body through your mouth, nose or eyes (directly from the airborne droplets or from transfer of the virus from your hands to your face). (World Health Organization, 2021) The virus travels to the back of your nasal passages and mucous membrane in the back of your throat. It attaches to cells there, begins to multiply and moves into lung tissue. From there, the virus can spread to other body tissues. Governments, health agencies, researchers and healthcare providers are all working together to develop policies and procedures to limit variability of this virus both globally and from individual to individual.

Symptoms of corona virus: The CDC says you may have Corona virus if you have these symptoms or combination of symptoms. Fever or chills, cough, Shortness of breath or difficulty breathing, tiredness, muscle or body aches, headaches, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea, additional symptoms are also possible. Symptoms may appear between two and 14 days after exposure to the virus. Children have similar, but usually milder, symptoms than adults. (www.my.clevelandclinic.org, 2020) Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes are at higher risk of more serious complication from COVID-19.

COVID-19 is diagnosed with a laboratory test. Your healthcare provider may collect a sample of your saliva or swab your nose or throat to send for testing. In today's time of global pandemic it is difficult to say that this Corona virus is biological weapon or a natural outbreak and the major issue is there is no vaccine or medicine available which is 100% effective on this Corona virus if we see the current situation just like American government India serum institutes and various Research Institute which are producing Corona virus vaccines, they are seeking help from World Health Organization to not to remove patent from their vaccines also they are saying that they won't research again if the world encounter with the pandemic in future which can be very dangerous and also a problem arises if in case patent and from the companies have been removed from vaccine and the processor may distributed among other companies it will be very challenging too identify the original vaccines and the duplicate vaccines it may be also harmful for countries population during the time of

lockdown many news in bulk is flooded in social media which are fake and people are being stressed and panic after reading this it is very important to control the flow of fake messages from social media and other platforms and to convey the appropriate messages so that harmony of the society as well as government authorities can control the situation which is going worst day by day.

Socio culture: Lifestyle is the typical way of life of an individual, group, or culture. The term was originally used by Austrian psychologist Alfred Adler. The term was introduced in the 1950s as a derivative of that of style in modernist art. (mbsport.lv) The term refers to a combination of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e. an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such personal values, preferences, and outlooks. In geographical terms, a rural environment as opposed to an urban metropolis would yield different results. This factor is most important as even within the urban scope a particular neighborhood acts as a determinant due to varying degrees of affluence and proximity to open spaces. For example, in areas within a close proximity to the sea, a surf culture or lifestyle is often present. (eduladder) The concept of lifestyle management has developed as a result of the growing focus on lifestyle. Lifestyle plays a crucial role in maintaining flow to socio cultural aspects. To study something historically means to study it in the process of change; that is the dialectical method's basic demand. To encompass in research the process of a given thing's development in all its phases and changes—from birth to death—fundamentally means to discover its nature, its essence, for it is only in movement that a body shows what it is. Thus the historical study of behavior is not an auxiliary aspect of theoretical study, but rather forms its very base. (Vygotsky, 1978) Sociocultural theory is considered as primarily a developmental theory. It focuses on the change in behavior over time, specifically on changes that occur as individuals mature from infancy, to childhood, to adolescence, and finally to adulthood. The theory attempts to explain unseen processes of development of thought, of language, and of higher-order thinking skills with implications to education in general and is especially valued in the field of applied linguistics. (Vygotsky, 1978, p. 90) Therefore learning is a necessary and universal aspect of the process of developing culturally organized, specifically human, psychological functions.

In present world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to recollect that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and cause you to feel happier, healthier, and more positive. Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel more lonely and isolated—and exacerbate mental health problems like fear of missing out (FOMO), anxiety, depression. Your heavy social media use might be masking other underlying problems, like stress, depression, or boredom. If you spend more time on social media when you're feeling down, lonely, or bored, you may be using it as a way to distract yourself from unpleasant feelings or self-soothe your moods. While it is often difficult, initially allowing yourself to feel can open you up to finding healthier ways to manage your moods.

Since it's a relatively new technology, there's little research to establish the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts (Lawrence Robinson and Melinda Smith, 2020)

Research Design: A research design is a systematic plan to study a specific problem. It constitutes the blueprint for the collection, measurement and analysis of data. A research design is the programme that guides the investigator in the process of collecting, analyzing and interpreting observations. A research design is indispensable for a research project. (libguides.alfaisal.edu, 2020)

It is not a precise and specific plan like a building plan to be followed without deviations, but rather a series of guideposts to keep on going in the right direction.

It is a tentative plan which undergoes modifications, as circumstances demand, when the study progresses, new aspects, new conditions and new relationships come to light and insight into the study deepens. (Karade, 2012)

Exploratory design is a preliminary study of an unfamiliar problem about which the researcher has little or no knowledge. It is similar to a doctor's initial investigation or for patients suffering from an unfamiliar malady for getting some clues for identifying the problem or disease. It is ill-structured and much less focused on predetermined objectives. The study does not aim at testing a hypothesis. It is necessary to get initial insight into the problems for the purpose of formulating them for more precise investigation. Purpose of using exploratory design is to generate new ideas, to increase the researcher's familiarity with the problem. To make a precise formulation of the problem and to gather information for clarifying concepts

Historical study is a study of past records and other information sources with a view to reconstructing the origin and development of an institution or a movement or a system and discovering the trends in the past.

It is descriptive in nature. The induction of principles through research into the past and social forces which have shaped the present, its objective is to draw explanations and generalize actions from the past trends in order to understand the present and to anticipate the future.

The past contains the key to the present and the past and the present influence the future.

Historical study helps us in visualizing the society as a dynamic organism and its structure and functions as evolving. These sources of data for historical research consist of witness's accounts narrated by an actual observer or participant in an event, oral testimony by elders, the records and other documentary materials and Relics.

Using research design: The present study was conducted in Kotma Tehsil. To fulfill the purpose of the study exploratory research, and historical research is used.

This research adopted historical method to show the economic status people residing in Kotma Tehsil, district Anuppur and changes from past to present. Both primary and secondary data had relied. Secondary data for historical information for this study. Matthew and to analyze the facts, descriptive methodology is used. Exploratory research is used to investigate the mass media approach and the effect of COVID-19 in the people of Kotma Tehsil.

Tools used for data collections are the structured questionnaire was scheduled to collect the primary data. it contains 50 questions in which maximum are closed ended question and rest are open ended question. The research area is Kotma Tehsil Which is further divided into 5 parts for survey

- Kotma
- Badra
- Bhalumada
- Jamuna
- Govinda

This classification of area will help to take the response of sample in an easy way. Random sampling process has been used because to survey every single person of this area will make the research and analysis difficult so 50 samples are representing the population.

For secondary source of data review of literature, news articles, interviews, research papers has been used.

Observation means viewing or seeing. We go on observing something or other while we are awake. Most of such observation is just casual viewing. It is a classical method of scientific study, plays a major role in formulation and testing Finding in social Sciences. Majorly there are two types of observation personal observation, group observation. Personal observation has two components that is control observation and uncontrols observation. Under UN control observation there are three components namely participant, non-participant and half participant.

Advantages of Observation are the mean virtue of observation is it's directness it makes it possible to study behaviour as it occurs. Data collected by observation made describe the observed phenomena as they occur in their natural setting. It is more suitable for studying who are unable to articulate meaningfully, Example studies of children, animals and birds. Observation improves the opportunities for analyzing the contextual background of behaviour, makes it possible to capture the whole event as it occurs.

Observation is less demanding of the subjects and has less biasing effect on their conduct then does questioning. Limitations of Observation is no use of studying past events or activities. One has to depend upon documents or narrations by people for studying such things. It is not suitable for studying opinions and attitudes. However, an observation of related behavior efforts a good clue to the attitudes, poses difficulties in obtaining a

representative sample, it cannot be used as and when the researcher finds it convenient to use it.

Observation is a slow and expensive process, requiring human observers and costly surveillance equipments.

Interviewing is one of the prominent methods of data collection. It may be defined as two way systematic conversation between an investigator and an informant, initiated for obtaining information relevant to a specific study (ramauniversity). It involves not only conversations but also learning from the respondent's gestures, facial expressions, and pause. And his environment Interviewing requires face to face contact or over telephone and calls for interviewing skills. It is done by using a structured schedule or an unstructured guide. Importance of interviewing is the only suitable method for gathering information from illiterate or less educated respondents. It is useful for collecting a wide range of data from factual demographic data two highly personal and intimate information relating to a person's opinion, value; believe, past experience and future intentions. It permits probing into the context and reasons for answers to question.

Advantage of using interview is the greatest value of this method is the depth and detail the interviewer can do more to improve the percentage of responses and the quality of information received than the other method, the interviewer can gather only supplemental information like economic level, living conditions, the interviewing can use special scoring devices, visual materials and like in order to improve the quality of interviewing. Interviewing is not free from limitations. its greatest drawback is that it is costly both in money and time. The interview results are often adversely affected by interviewers mode of asking questions and interaction, and incorrect recording and also be the respondents called perception,, fault memory, Inability to articulate. Certain types of personal and financial information may be refused in face to face interviews, interview poses the problem of recording information obtained from the respondent. No fool proof system is available. It calls for highly skilled interviewers. Availability of such persons is limited and training of interviewers is often a long and costly process. So telephonic interview was done.

Data for the study was collected with the use of questionnaire and telephonic interview. Data obtained where analyzed using pie charts and graphs. The researcher observed that in Kotma Tehsil, district Anuppur almost all the people have connectivity through electronic media like Radio, TV, and Smart Phone. The internet Connection is good that act as boon in this pandemic. Media has both positive and negative influence over the residents during this pandemic. The researchers observed that media influences behaviours and attitude almost all the varied groups. As result different people have different opinion about COVID-19 their effects and the role of media. During filled survey, the researchers found that educated individuals are most likely to use media such as newspaper magazines and they trust less on social media messages that can destroy the harmony of this society during this pandemic.

The study focuses on media role to create awareness regarding sanitization, and to aware people regarding the government initiative like Arogya Setu app, Digital cartoons promoting traditional aspects of living and required information to fight against COVID-19.

Sampling: Sampling of the study is a Part of a population that act as a representative in regard to overall population in which research is done is known as a sample. The process of drawing a sample from a larger population is called sampling. the list of sampling units from which a sample is taken is called sampling frame like map, telephone directory, a list of industrial undertakings, occupation educational qualification and many more.

The Chief aim of sampling is to make an inference about a unknown parameter from a measurable sample statistic. The second aim of sampling is to test us statistical Finding relating to population. Its Characteristics are Representativeness, Accuracy, Precision, and Size

Advantages of Sampling reduce the time and cost of research studies. Sampling saves Labor. A small list office required both for fieldwork and for processing and analyzing the data. The quality of a study is often better with sampling than with a complete coverage sampling provide much quicker result than does a census. Sampling is the only procedure possible, if the population is large. Sampling demands a thorough knowledge of sampling methods and procedures and an exercise of greater care, otherwise the result obtained may be incorrect or misleading. When the characteristic to be measured occurs only rarely in the population. A complicated sampling plan may require more Labour than a complete coverage.

Population – population of Kotma Tehsil has been categorized by the method of simple random sampling (50 units), the population of this study is all person that comes under 16-70 year old In the area and for convenient and affordability sample sizes kept 50 people, to investigate the impact of COVID-19 in the life of common people of Kotma Area. After identifying the sample, simple random sampling is being used to select the sample from the target population. The present study was conducted in Tehsil. Both survey and interview method where employed in this empirical study. observation participant and in depth interview techniques have been followed to collect the primary data by doing in depth filled inquiring among the variety people or residents of this area structured interview schedule with questionnaire where utilized as the tool of primary data collection.

The researchers had relied both primary sources of data as well as secondary sources for collection of data. Primary data has been gathered from survey and interview method. Questionnaire containing 50 questions were asked from the residence of Kotma Tehsil also observation participant and in-depth interview techniques have followed to collect the primary data by doing in depth filled inquiry as well as online survey among the resident of Kotma Tehsil. Government websites, newspaper articles, research papers and online materials available where used a secondary data.

Findings: This research was conducted over 50 people which were acting as the sample of the universe of this research with different age groups and with the following responses it was found that out of 50 people 22 were female and 28 where male respondent there was not a single person coming under the other category. The right cast of People responded. This research was conducted with the questionnaire of 50 questions through online and offline survey, also due to COVID-19 pandemic it was not possible for the full survey so, in cases where people are not using Internet and are far away from researchers reach telephonic

interview was conducted. From the above survey it was found that maximum people of Kotma are suffering from major problems and their life is affected due to Covid-19. Some have lost their jobs some are searching for food and this survey help knowing that the medical condition other area is not well functioning also many people are still not having right and appropriate information and source of information regarding Covid-19. This survey helped in receiving suggestions from the people they want to be applied in the society and the most common suggestion was that government should have to look after and help poor people of the Kotma tehsil who are not willing to have one time meal. Education system have to be alert regarding their practices and people also need some temporary campaign that can help people to distinguish between true and fake news of Covid-19 and their safety measures. This approach was upon 50 units of people who responded very efficiently.

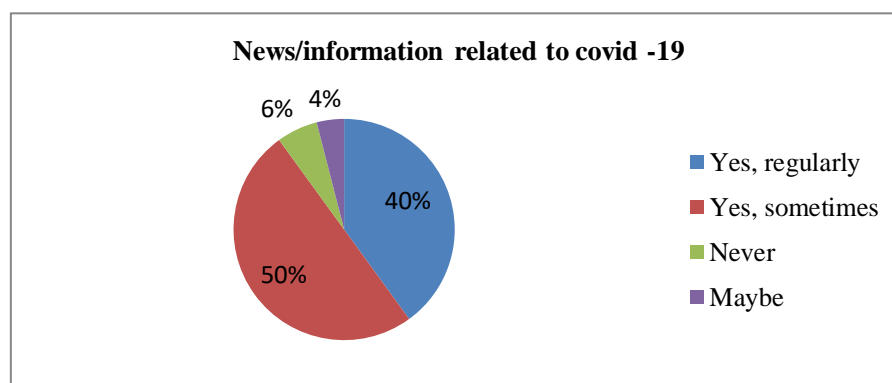


Figure 1 Do you watch news/information related to Covid -19

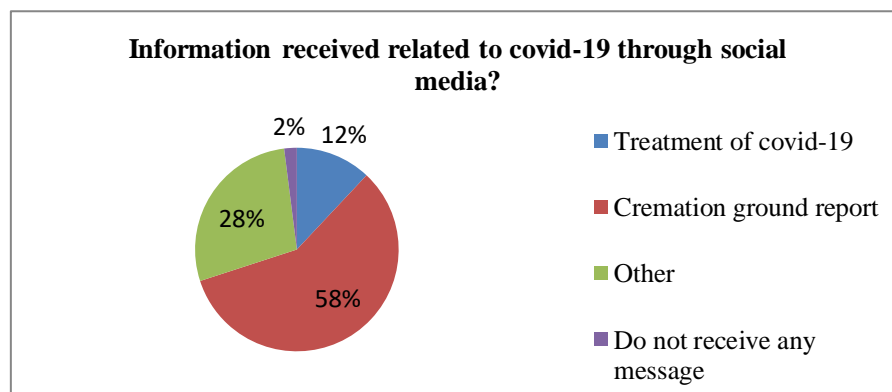


Figure 2 the type of information you receive related to Covid-19 through social media

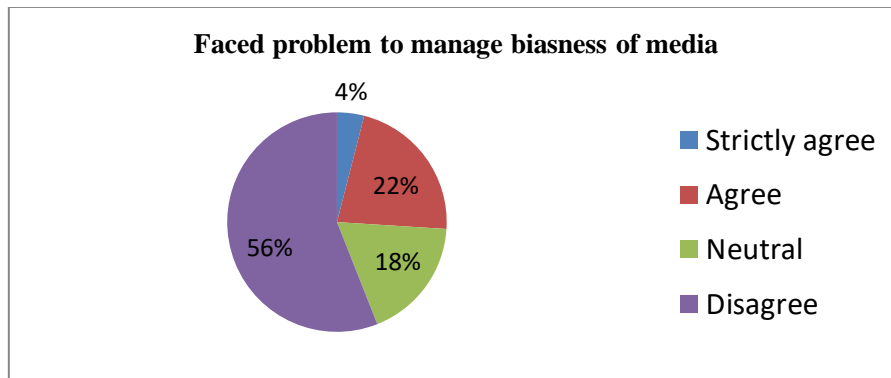


Figure 3 Due to lock down your family or neighbors faced problem to manage biasness of media

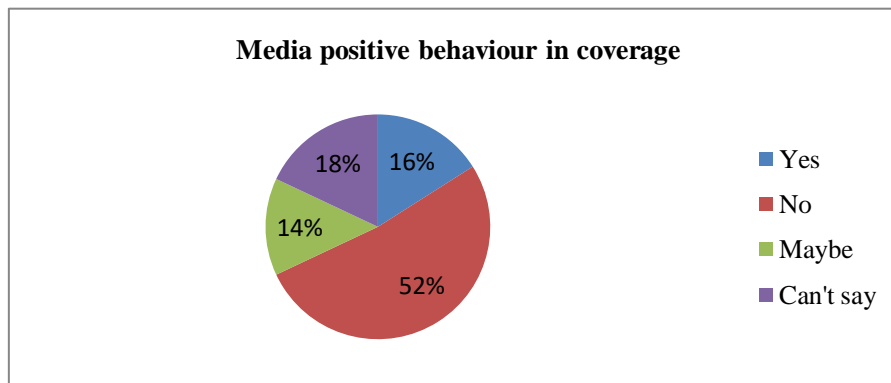


Figure 4 During Pandemic media reflected its positive behavior in coverage

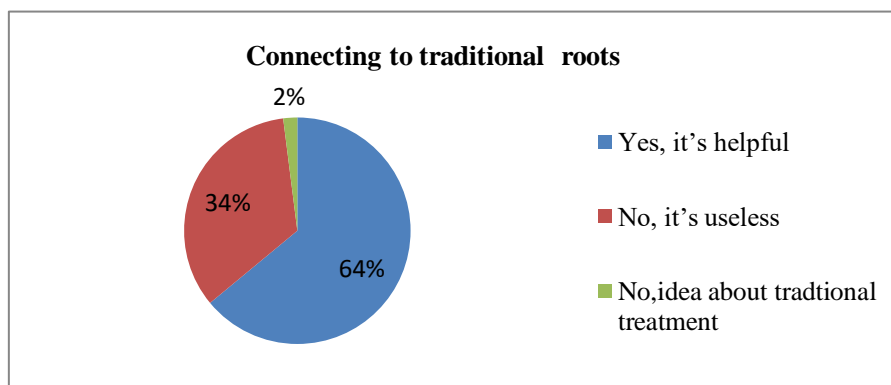


Figure 5 Traditional home treatment helped you to connect your Traditional root

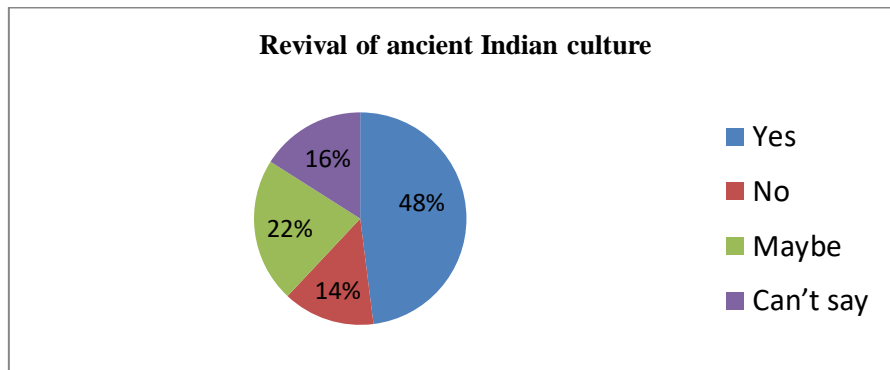


Figure 6 Covid-19 helped in revival of ancient Indian Culture

The following findings are:

Finding 1- Do you watch news/information related to Covid -19?

With this research finding proves to be correct that second wave of global pandemic has left deep impact on the people of Kotma Tehsil. Many are stressed that how will they manage their positive mental status during lockdown, as more than 90% citizens watch news or have access to the information related to this pandemic either it's in form of awareness content or fake news and pandemic information's.

Finding 2- Information related to Covid-19 through social media

With this research we find it that 58% citizens have been exposed to cremation ground report which was horrible and has created mental uneasiness. Among 50 people, 12% people have agreed that people of Kotmagot information about treatment of Covid-19 on Media platform. It represent that media had made itself as personalized doctor of Individual. People also said that many families have stopped watching television in the fear of getting affected of mental uneasiness, it shows that Finding satisfies.

Finding 3- Due to lock down your family or neighbours faced problem to manage biasness of media

For testing this Finding question was asked, about 56% said that have easily encountered the biasness of media report in digital as well as print media. While 22% faced problem and there was terror among this range, they have encountered many uncomfortable conditions due to baseless and biased news on covid-19 and its management.

Finding 4 – During Pandemic media reflected its positive responsible behavior in coverage.

While serving it was found that 52% of samples think that media behaviour wasn't positive during reporting of news related to pandemic, the news of flowing dead bodies, cremation ground and exaggerating these types of news was at its peak during second wave pandemic

However 16% feels that media showed its positive attitude, it's the truth that government is hiding. 14% were unable to decide whether media showed its responsibility and sensibility in coverage of Covid-19.

Finding 5- Traditional home treatment helped you to connect your Traditional roots.

When samples were asked about traditional home remedies 64% said yes this pandemic has allowed them to reconnect to their traditional roots, by practising Yoga, in order to boost immunity levels. Some of other ancient remedies like drinking warm water all day; using turmeric, cumin, coriander and garlic in food; eating Chyavanprash everyday in the morning etc.

While 34% believes that ancient tradition has nothing to do with pandemic and all ancient system is fraud except modern medicine. Most amazingly 2% have no idea about ancient home remedies.

Finding 6- Does Covid-19 helped in revival of ancient Indian Culture

India has always been a powerhouse of rich cultures and these traditions dating back to thousands of years. These cultures and traditions ultimately gave birth to different aspects of life from folding hand in order to greet, 48% people believe that because of covid-19 there is revival of ancient Indian culture like reading religious books, storytelling and ancient home remedies etc. While 14% don't feel there is any revival, they believe only external cultural festival is key of Indian culture.

Summary

In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph then the radio the newspaper and magazines, television and now the internet. We live in a society that depends on information and communication. As culture is defined as the belief, values and other frameworks. It also concerns how we communicate these values and ideas. Mass media are centrally involved in the production of modern culture. it was found that watching television has changed their minds at in some cases like previously they used to give the traditional home remedies not followed anymore today, they also allow their children to have junk foods which doesn't belong to this tradition. The mass media include newspaper, magazines, radio, internet, etc. media communicate information to a large sometimes global audience. Media literally meditate our relationship with social institutions. Media is part of routine relations with the family and friends. Media have an impact on society not only through the content of the message but also through the process. Media play many different roles for the audiences; it is a source of entertainment and information. The media influence has grown exponentially with the advance of technology first there was the telegraph, then the radio the newspaper and magazines television and now the internet.

Conclusion

When people of Kotma theshil, were asked about different sets of questions and telephonic interview about the role of media, their representation as sensible media groups and about reconnecting of individuals to their ancient culture. It was found that local government bodies were not loyal to their responsibility of busting the myths, spread by media houses. On one hand the authentic sources providing approved ways for the prevention from corona virus and the proper awareness among people on the other hand some an authentic resources were playing the role of curse among the area as they were providing incompetent information and wrong information's due to which a great confusion was created among them and people were not sure about where to believe in where not.

Some government advertisements played a crucial role by spreading awareness among people for authentic news and information they have to follow government approved media and resources only.

As Ministry of AYUSH and Prime Minister Narendra Modi constantly promoted home remedies uses and distribution of ayurvedic kwath taken place at different NGO's and Sewa samitis. Yoga is referred to be the heart of all Hindu cultures and traditions and is being followed by almost all nations, during second wave of COVID-19, largely affecting people with low immunity levels which are making the disease easier to conquer their bodies and therefore, it was necessary to boost immunity levels through yoga. Some of other ancient traditional home remedies including drinking warm water all day; using turmeric, cumin, coriander and garlic in food; eating Chyavanprash everyday in the morning (sugar-free for diabetics); drinking herbal tea twice a day with basil, cinnamon, black pepper, dry ginger, raisin; taking half tablespoon of turmeric with a glass of hot milk was used by citizens across this tehsil.

Another one of such advisories against coronavirus is to wash hands for at least 20 seconds with water or with alcohol, which kills the germs effectively. Hinduism embodies certain ways to sustain health and hygiene. In Hindu tradition inculcate washing hands and keeping them clean on a regular basis. The same has already been recognised by the World Health Organization (WHO) where it has stated that washing hands on a regular basis is being followed by Hindus and is part of the Hindu fundamentals, in order to prevent the spread of diseases and with the principles of non-violence ('ahimsa') and care for others' well-being ('daya'). Therefore, in the current pandemic, it is necessary to wash hands every hour or two, before and after meals, after touching any surface or a person at a public place, etc.

News article that are intentionally and verifiable false designed to manipulate the people's perception of reality, which had been used to influence politics and emotions of common people. In second wave its clear how media had intensified uneasiness and terror among individuals of this country.

As time passed, the knowledge, wisdom, beliefs, traditions and ethics that have been duly passed down through generations in many forms and they have represented Indian culture before other nations not as a mono-religious country but as a nation with the freedom to

choose and follow any traditions and beliefs laced with morals. Majority of samples believes that such ancient cultures and traditions have time and again helped an infinite number of people fight against all sorts of evils, tangible and intangible, mental and physical, and have aided them to rise from the ashes. These cultures and traditions have been continually reinforced by Hindus and even people from other religions in their everyday life.

However, there is need to have watchdog over vulture coverage of media across the world.

Limitations of the study: The outbreak of COVID-19, phase two was more dangerous an advanced. It was highly cautious to conduct filled visit and interact with the local residents was not safe also not possible due to the strict guideline off lockdown. Also the researcher cannot wait to the reopen of the lockdown because of short Period of time remaining and considering the convenience of the guides and the environmental factors with the few exception online questionnaire method or survey was used.

Recommendations

Government can act more actively in busting myths. There must be a watchdog for fake news and false narrative set by media as well as for social media platform. It can help in controlling situation of panic and mistrust. Dying traditional culture must be revived or preserved at any cost, as these cultures flourished and survived for many centuries.

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UNDERSTANDING EVENT MANAGEMENT AS TOOL OF MARKETING AND COMMUNICATION

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Abstract

Pandemic posed drastic challenges for event management organizations. COVID-19 protocols resulted in drop of number of attendees, shift of offline events to virtual platforms, event postponement and even cancellation. Pandemic almost brought standstill to the event industry and allied companies struggled to generate revenue. Since life now is back to normal, it is crucial to understand the essentialities of event management that can help in achieving targeted marketing and communication goals.

Keywords: event planning, marketing tool, communication tool, event managers, event management

Understanding event and event management

The word 'event' has its origin from the Latin term 'eventus' which mean occurrence or outcome. The Oxford dictionary defines events as, "a thing that happens or takes place, especially one of importance". Goldblatt (2005) focuses on special events as a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.

Getz (2008) notes that events are spatial-temporal phenomena and that each is unique because of interactions among the setting, people, and management systems, including design elements and the program. He highlights the fact that the biggest appeal of events is that they are never the same, and that the guest has to be there in order to enjoy the experience fully. He suggests two definitions, from the perspective of the event organizers, as well as the guests. Firstly, a special event is a one-time or infrequently occurring event outside normal programmes or activities of the sponsoring or organizing body. Secondly, to the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

Annie Stephen and Hariharan in their book Event Management said, event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launches etc. It is a good career option which does not require much investment and offers a lot of independence and flexibility.

Event management, therefore encapsulates a wide variety of activities that includes extensive research, planning, analyzing, marketing of product or service, production of the actual event and post-event analysis It can be referred to as an alternative strategy for promoting a good,

service or concept. An event can be utilized as a very effective promotional tool to launch or sell a product or service if it is managed efficiently.

Objectives and Methodology

The objective of this study is:

1. To understand what are the various types of events in India
2. How event management acts as a tool of communication
3. How event management acts as tool of marketing

The data for this study has been collected through review of literature and interview of a freelance event management professional who is actively engaged with a wide variety of event management projects in India.

Event Types

Events are broadly categorised on the basis of their size and their nature. The nature of the event is ever evolving. For instance, if we look at event on the basis of their size, they can be differentiated as mega event, major event, regional event and minor event. Mega events are biggest in size for example Kumbh mela in India. A report submitted by Rawat (2021) in Hindustan Times highlights that Kumbh mela was attended by 9.1 million pilgrims despite the fact that it was a period of Covid-19 surge. It is also important to mention here that this mega-event was widely criticised as it violated the Covid-19 protocols. Major events too attract a large number of national and international visitors. The most awaited cricket tournament of India- The Indian Premier League is a well-suited example of a major event. Boat race competition of Kerela and Hornbill festival of Nagaland are popular regional events that promote their regions and demonstrates the richness of their heritage. A majority of events fall in the category of minor events, be it wedding celebrations, college fests or a birthday party at home.

On understanding the nature of the event several types of events can be identified. These include events in entertainment, art and culture, fashion shows, sporting events, political events, corporate events, marketing and promotional events, festivals, religious, charity and fundraising. Table 1 below provides most contemporary examples of different types of events on the basis of their nature. It is important to note here that these events will fall under one of the above-mentioned categories of event on the basis of their size.

Event Type	Event Name
Entertainment	International Film Festival of India Sunburn Festival
Art Events	India Art Fair Surajkund Craft Mela
Cultural Events	Jallikattu Hornbill Festival
Fashion Events	Lakme Fashion Week Wills Lifestyle India Fashion Week

Sporting Events	Indian Premier League Indian Soccer League
Political Event	G 20 Summit General Elections
Religious Events	Jagannath Rath Yatra Ganesh Visarjan
Corporate Event	Launch of Reliance Jio The Indian Express Adda
Marketing and Promotional Event	India International Trade Fair Auto Expo
Charity and Fundraising	The GiveIndia Fundraising Challenge Daan Utsav
Festivals	Diwali Fest Holi Celebrations

Table: Types of Events on the basis of their nature

Event as a marketing tool

It is important to market event effectively. As pointed out by Getz in 2000, event managers must find out the answers to the following point:

1. The motives and needs of the consumers
2. The benefits sought by the consumers
3. Awareness and comprehension of what is already being offered
4. How did the consumer made the decision of attending the event
5. Who will be attending the event
6. How the event experiences will offer satisfaction to the consumers

Event management is one-of-its kind strategy that helps in marketing of a product or service. By organizing an event a company is able to meet its target audience that otherwise might not be identified. Events have the power to gather target audiences in one location so that your message can be delivered directly to them. Event as a marketing tool can help in investing valuable time with the intended audience. Events provide better in-person communication in a regulated manner. Organizing event would require proper budgeting, however the overall costs can be lesser than the traditional methods. Moreover, immediate feedback makes assessment easier.

Marketing is discovering and creating, arousing and satisfying customers' need. It is getting to know customers better. Once the required information is gathered by conducting an event, organizations can utilize this information to make suitable changes to the already existing product or services or they can also utilize the information for the creation of new products and services which can meet audience's need more appropriately. Moreover, the knowledge and awareness and demand for the product or service can also be created.

Personal Touch: When the customer comes to an event, the event engages and helps him to understand the product, service or the idea so that he is able to identify how it is different from others that may be offering the same. This helps to relate better and understand more clearly in a real-life setting. Events facilitates face to face discussion with consumers helping them to establish a much personal and intimate relationship with the company's product or service. This face-to-face interaction also ensures loyalty that promotes repeat in use of the product or service by the customer. Events also increases the chance that the desired message reaches in a faster and more efficient manner.

Creates brand recognition: The audience of an event are more eager to hear when compared to reaching targeting audience through advertisement or public relations strategies. Events create a better brand recognition and recall because the audience actually experiences the company's product or service. After attending the event, the audience member pass on their experience to as many as 8-10 people. Therefore, it is almost kind of a chain reaction that occurs even after the event ends

Cost Effective: Events can prove to be cost-effective way to roll out new products or service. With the presence of live and captive audience to showcase product or service, the message reaches in a faster manner that proves to be more impactful. Events thus can prove to be comparatively lower in cost than traditional methods.

Instant Feedback: Since events allow audience to come in direct contact with the professionals of the business organizations, they prove to be an appropriate opportunity to get the feedback instantly. Hence organizations can quickly become more adaptable and work towards customer satisfaction.

Generate Leads: People attend event because they either heard about it in advance and are interested in knowing further about the business or cause for which the event was organized. Event prove to an efficient and quick way of developing contact that fit in with the target demographic.

Event as a communication tool

One of the most important reasons why events are organized is that a message is need to be communicated to the target audience. The event is a communication tool that involves significant communication activities at all levels like planning, meeting, an extended interaction between people, a client conference, conflict interchange, compliance gaining situation, a public speech, an infomercial, symbolic event etc.

The messages used to promote an event are extremely important. Usually there is only limited advertorial space for convincing all market segments to attend. Thus, the combination of text and images requires a lot of creative effort. If there is time and sufficient budget available, utilizing these communication messages with consumers is recommended. (Wagen and Carlos, 2005)

Events provide an experience to visitors when they attend the event. They also offer some kind of emotional bonding by either providing a solution to a problem or mere satisfaction gained after attending the event. Professional event management can act as a powerful communication tool that influences reputation, visibility and connection with the target audience.

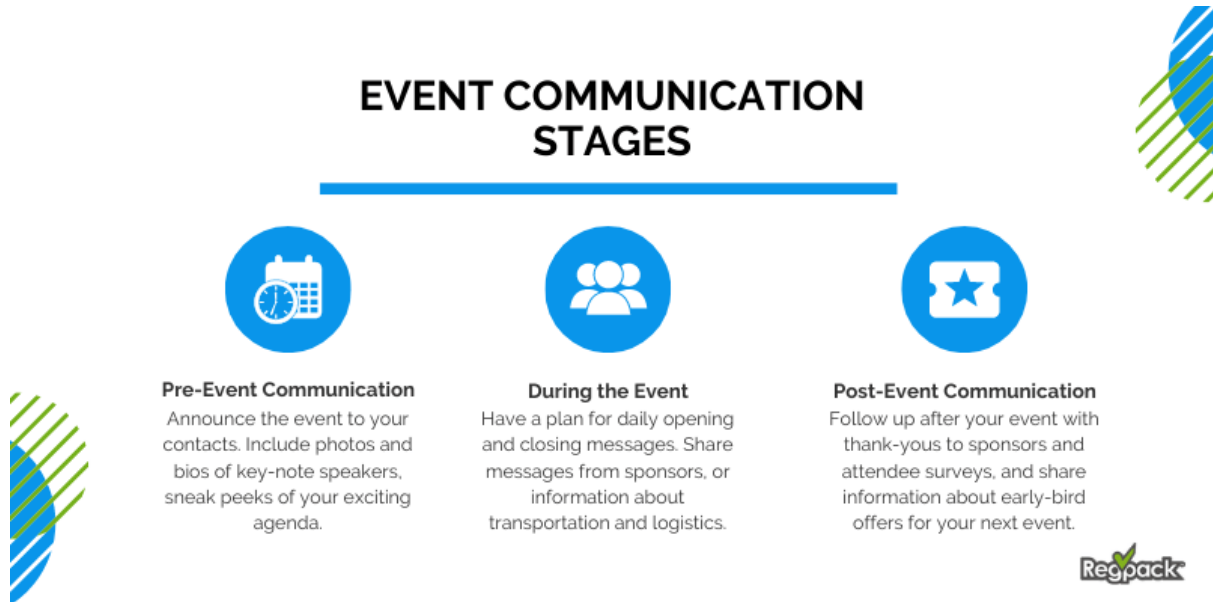


Figure: Event Communication Stages

Figure above demonstrates the important communication stages that helps the event to become successful.

Pre-event communication: Whenever an event is scheduled the first steps required is to make announcement and to create as much awareness as possible about the event. Event posters, flyers, brochure and sponsorship proposals should be made for disseminating information about the forthcoming happening. This pre-event communication strategy will ensure the participation of maximum possible attendees.

Communication during event: This entails all communication strategies at all levels be it internal or external public. The organizing team should be well instructed and trained about their roles and what action to be taken in case of crisis. The volunteers involved should be properly briefed and there should be a continuous interaction with media organisations, vendors, participants and event attendees.

Post-event communication: The work of an event manager doesn't stop even after the event is conducted. It is important to follow up with media organisations and send them post event images, videos or press releases. Post event surveys can be conducted to determine the success of the event.

It is thus highlighted how event management proves to be an unmatched tool for effective communication and marketing. Be it personal, pertaining to private companies or relating to the government, there is no sector that is untouched by events and the need of management. This shows how event management is indispensable in present times.

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ASSESSING PRIVACY CONCERNS IN SOCIAL MEDIA: A COMPREHENSIVE STUDY OF MEASUREMENT SCALES AND FRAMEWORKS

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Abstract

This paper examines the evolution of privacy concern scales, focusing on their application in social media. Over time, these scales have developed from broad internet privacy to more context-specific measurements like social media privacy. Key trends identified include the multidimensional nature of privacy, increased emphasis on perceived control over personal data, and the inclusion of social threats within privacy concerns. Despite their evolution, gaps still exist, particularly in capturing the nuances of social media and emerging technologies. The paper concludes with recommendations for developing more nuanced, context-specific, and comprehensive privacy concern scales to better navigate the complexities of privacy in the evolving digital world. This study contributes to understanding privacy in digital spaces and aids the creation of more effective privacy concern scales in the future.

Keywords: privacy concern scales, multidimensional privacy, social media privacy concern, online privacy concern

Introduction

The advent and evolution of social media platforms have reshaped how we communicate, socialise, and share personal information. While these platforms offer countless benefits, they simultaneously expose users to privacy concerns, increasing anxieties about personal information misuse, unauthorised data access, and potential identity theft. As such, assessing privacy concerns in social media has become a salient issue for researchers, policymakers, and platform designers alike.

Privacy concerns refer to individuals' apprehensions about losing control over personal information, causing them to be cautious about their online activities and interactions. Given the diversity in user behaviours and attitudes towards privacy across various social media platforms, accurately measuring and understanding these concerns becomes a complex task. Several scales and frameworks have been formulated and implemented to tackle this complexity in academic and industrial research. However, a comprehensive review of these existing scales and frameworks, including their strengths, weaknesses, and applicability, is currently lacking in the literature. As privacy concerns continue to evolve with technological advancements and changes in social media usage patterns, it is crucial to reassess these tools for their relevance and effectiveness in the present scenario.

This paper aims to provide an extensive examination of the scales and frameworks used to measure privacy concerns in social media. This study will critically examine these tools by

comparing their theoretical grounding, psychometric properties, and practical implications. By identifying potential gaps and shortcomings, the study is expected to illuminate improvement areas and suggest future research directions.

Theoretical Background on Privacy Concerns

Understanding the theoretical background of privacy concerns is fundamental to fully comprehending the significance and nuances of the measurement scales and frameworks used in the context of social media. Privacy concerns refer to individuals' apprehensions about losing control over personal information, and such concerns have become more prominent with the advent of social media platforms where personal information is shared widely and often.

The concept of privacy has been discussed and studied across various disciplines, including psychology, sociology, information systems, and law, leading to a multitude of theoretical perspectives. A fundamental distinction in these perspectives can be drawn between normative theories, which often frame privacy as a rights-based concept, and descriptive theories, which view privacy as a finite resource that may diminish until it is ultimately forfeited (Tavani, 2007).

The most fundamental perspective regarding privacy as a right is attributed to Westin (1968), whose definition posits privacy as the individuals' entitlement to govern the dissemination of information about themselves to others. This notion of privacy as control over personal information remains highly influential and forms the backbone of many privacy scales and frameworks. It corresponds to the interpretation of privacy that emphasizes the avoidance of intrusion and the ability to maintain personal boundaries, drawing upon an understanding of privacy in relation to spatial contexts (Altman, 1975).

With the emergence of the internet and digital platforms, the spatial perspective of privacy has undergone transformation. Specifically, there has been a shift in focus from a spatial understanding of privacy to a greater emphasis on information privacy. Nevertheless, similarities persist between these interpretations, particularly in terms of the significance placed on regulating or controlling access to the self (Margulis, 2003). Information privacy is often perceived as limiting access to personal information or as the autonomy that individuals possess over information pertaining to themselves (Tavani, 2007).

While privacy as a concept has always been of importance, the advent of the internet and subsequent digital platforms, especially social media, has brought privacy concerns to the forefront of discourse. It has become imperative to articulate, measure, and address these concerns in these new contexts. Accordingly, theoretical perspectives evolved, adapting to the unique challenges posed by the digital age, thus forming the foundation of privacy apprehensions in the realm of the internet. More recent approaches have re-examined the concept of privacy highlighting the distinction between "privacy as hiding" (confidentiality), "privacy as control" (informational self-determination), and "privacy as practice" (identity construction) (Berendt, 2012; Gürses, 2010). Among these, the last two concepts encompass the individual's effective ability to actively shape their identity by strategically disclosing or

concealing data, as well as actively engaging in the management of existing data flows and renegotiating social boundaries regarding collected data. This perspective on privacy as practice is especially relevant in the context of social media, where users continually navigate the boundary between sharing personal information for social interaction and preserving their privacy. For example, Smith et al. (1996) introduced the four dimensions of privacy concerns in the Internet context, which have been widely adopted in the social media context as well: collection, unauthorised access, secondary use, and errors. 'Collection' refers to concerns about the amount of personal information collected and the belief that it is excessive. 'Unauthorized access' refers to concerns about improper or unauthorised access to personal information. 'Secondary use' refers to concerns that information is used for purposes other than those for which it was initially collected. 'Errors' refer to concerns about inaccuracies in personal data and difficulties in correcting them.

Another significant theoretical perspective is offered by Petronio's (2002) communication privacy management (CPM) theory. This theory posits that people perceive their personal information as something they own and thus have the right to control. They set up privacy boundaries that dictate the rules of sharing this information. Privacy turbulence occurs when these rules are violated, for instance, when personal information shared on social media is disseminated without consent. This perspective offers a comprehensive understanding of privacy concerns, especially as it emphasises the dynamic nature of privacy management in social media.

From an information systems perspective, privacy concerns are often studied through the lens of the privacy calculus theory (Dinev&Hart, 2006). This theory suggests that individuals make a trade-off between the potential advantages they can get by disclosing personal information and the potential risks of such disclosure. In the context of social media, the benefits might include social interaction and information sharing, while the risks are related to privacy loss and misuse of personal information.

Understanding privacy from a cultural perspective is also important. Hofstede's (1980) cultural dimensions theory suggests that people's behaviour, including their privacy concerns, is significantly influenced by the culture they belong to. For example, individuals in collectivist cultures might have different privacy concerns compared to those in individualist cultures. Understanding these cultural nuances is crucial for developing and adapting privacy concern scales and frameworks.

The legal perspective on privacy is also vital, with the fundamental principle that privacy is a human right, as asserted by the Universal Declaration of Human Rights. This has prompted the formulation and implementation of privacy laws and regulations in many countries. However, the constant evolution of technology, including social media platforms, often outpaces the development of privacy laws, leading to gaps that might heighten privacy concerns.

Measuring privacy concern

Due to several key factors, understanding and assessing privacy concerns on social media platforms has become a critical area of focus.

Firstly, Privacy concerns can act as a significant determinant for an individual's decisions regarding joining, using, and interacting on a social media platform. They may influence the extent of personal information disclosure, the level of engagement with various platform features, and the adoption of privacy-protective measures. For instance, individuals with heightened privacy concerns might choose to limit their activity on the platform or utilise privacy settings more effectively to manage their information disclosure.

Secondly, assessing privacy concerns is a critical factor in exploring and untangling the so-called privacy paradox. This paradox reflects the observed incongruity where users' expressed privacy concerns do not align with their actual disclosure behaviours on social media. A systematic measure of privacy concerns provides a more nuanced understanding of this paradox, informing potential strategies to mitigate this divergence between user concerns and behaviours.

Lastly, by offering insights into users' privacy attitudes and concerns, these measures can guide the design and policies of social media platforms. Design approaches that prioritize the user, guided by an understanding of privacy concerns, can facilitate the creation of features and services that are more attuned to privacy considerations. Similarly, insights into privacy concerns can inform the formulation of more effective and user-friendly privacy policies, which are critical in establishing users' trust in the platform. Moreover, a comprehensive understanding of privacy concerns can aid in creating targeted user education programs, enhancing users' awareness and knowledge about privacy risks and protective measures.

In essence, the measurement of privacy concerns is more than just of academic interest. However, it carries substantial implications for the broader digital ecosystem, including users, social media platforms, policymakers, and society at large.

Approaches to measuring privacy concern

Survey methodologies for measuring privacy concerns typically employ one of three main approaches, each capturing unique facets of this complex construct:

1. **Direct Measurement Approach:** The direct measurement approach is perhaps the most straightforward means of measuring privacy concerns. This method involves directly asking respondents to indicate their level of concern about privacy. While this approach may not capture the full complexity of privacy concerns, it offers a quick and straightforward method of gauging general privacy attitudes.
2. **Scenario-Based Approach:** This approach takes into account the context-specific nature of privacy concerns by presenting respondents with specific scenarios involving potential privacy invasions. For example, a scenario might describe a situation where a social media platform shares user data with third-party advertisers.

Participants are then requested to rate their degree of privacy concern in each given scenario. This method aims to approximate real-world situations and can provide a more practical and contextualised assessment of privacy concerns.

3. **Latent Variable Approach - Indirect Measurement through Concerns about Practices:** In this approach, privacy concern is assumed to be a latent variable that is not measured directly. Instead, respondents are asked about their level of concern regarding certain practices that could potentially invade their privacy. For example, they might be asked to rate their concern about social media platforms tracking their online activities or sharing their data without their explicit consent. The responses to these questions are then used to infer the underlying level of privacy concern.
4. **Latent Variable Approach - Indirect Measurement through Privacy-Enhancing Behaviours:** This approach also treats privacy concern as a latent variable, but it measures this indirectly through individuals' engagement in privacy-enhancing behaviours. Respondents might be asked to rate how often they engage in behaviours like changing their privacy settings, using anonymous browsing modes, or deleting cookies. These behaviours are used as indicators of underlying privacy concerns, offering an indirect yet practical measure of privacy attitudes.

A considerable number of studies investigating privacy concerns employ ad-hoc questionnaires tailored explicitly to the context of their research. Although these tools offer flexibility, they may lack consistency and comparability across different studies since their reliability and validity often remain unverified. However, in the landscape of privacy research, there are indeed validated scales designed to measure privacy concerns. However, these rigorously validated scales are relatively scarce. Given the increasing significance of privacy concerns within the realm of social media usage, the need for such robust measures becomes increasingly urgent. Consequently, this review is designed to address this gap, comprehensively examining existing validated scales for measuring privacy concerns in social media settings.

Methodology

This review adopts a narrative literature review approach, focusing on examining and comparing measurement scales and frameworks used to assess privacy concerns in social media.

Search Strategy

The literature search aimed to identify articles that proposed or utilised unique scales or frameworks for measuring privacy concerns in social media. The search was conducted on two major academic databases for social sciences: Scopus and Web of Science. The search was designed with a combination of keywords "privacy concern(s)", "social media", "measurement", "scale(s)", "framework(s)", "model(s)", and "tool(s)". The search was restricted to articles written in English and published until June 2023.

Inclusion and Exclusion Criteria

Criteria for inclusion encompassed articles that proposed a new scale or framework for measuring privacy concerns in social media or those that employed a unique scale or framework for such assessments. Exclusion criteria were non-English articles, studies not focused on social media, articles without a precise scale or framework, and non-peer-reviewed articles.

Study Selection and Data Extraction

Following the search process, a compilation of citations was created, and duplicates were eliminated. Subsequently, the titles and abstracts underwent a comprehensive evaluation, adhering to predetermined inclusion criteria. The full texts of potentially eligible studies were meticulously assessed to determine their appropriateness for inclusion in the analysis. Information pertaining to each identified scale or framework, such as authors, year of publication, privacy concern definition, captured dimensions of privacy concern, and the number of items, was extracted.

Quality Assessment and Data Synthesis

The quality of each scale or framework was evaluated based on reliability, validity, comprehensiveness, and clarity of construction and scoring. Data were synthesised narratively due to the anticipated heterogeneity of the scales and frameworks, and a comparative table was constructed.

This methodology ensures a thorough review of the scales and frameworks for assessing privacy concerns in social media, providing a valuable resource for researchers and practitioners. Furthermore, this analysis identifies noteworthy gaps in the existing research and presents potential opportunities for future investigations in this field.

A Critical Review of Validated Scales for Measuring Privacy Concerns in Social Media

Although various scales have been employed to measure these concerns, there are relatively few validated and standardised instruments specific to the social media context. This section presents a comprehensive review of validated scales explicitly designed to measure privacy concerns in the realm of social media. Each scale is critically evaluated in terms of its theoretical underpinnings, psychometric properties, and applicability in different social media contexts. The goal is to guide future researchers and practitioners in selecting the most suitable tool for their studies and interventions, thereby promoting consistency and rigour in privacy-concern research.

Concern for Information Privacy (CFIP) Scale by Smith et al. (1996)

The Privacy Concern Scale, developed by Smith, Milberg, and Burke (1996), came about to meet the demand for a systematic tool that could gauge individuals' concerns about organisational privacy practices in a consumer context. Rooted in the notion of privacy as a

multidimensional construct, the scale comprises 15 items measuring four dimensions of privacy concerns: Collection, Unauthorized secondary use, Errors, and Improper access. Respondents are required to evaluate each item on a 7-point Likert scale.

With high Cronbach's alpha values (.88 for Collection, .84 for Errors, .80 for Secondary Use, and .75 for Improper Access), the scale's internal consistency was notable. The scale also had a Root Mean Squared Residual of 0.065, indicating a good fit. Furthermore, the scale exhibited satisfactory convergent and discriminant validity and nomological validity, underscoring its overall reliability and applicability for privacy concern research.

Since its creation, it has found extensive application in privacy research, specifically in consumer behaviour and e-commerce fields.

A key strength of this scale is its multidimensional character and robust psychometric properties. However, as it predates the advent of social media, it might not wholly encompass privacy concerns particular to social media. Even though it was not designed with social media in mind, it has been adapted for such contexts in numerous studies. However, alterations may be necessary to ensure its relevance for capturing privacy concerns related to contemporary social media usage.

In summary, this scale is well-suited to studies that require a comprehensive understanding about the privacy apprehensions. However, the scale requires modifications, followed by a reassessment of its reliability and validity to ensure that it appropriately gauges privacy concerns in the realm of online social networking sites.

Internet Users Information Privacy Concern Scale (IUIPC) by Malhotra et al. (2004)

Developed by Malhotra et al. (2004), the Internet Users' Information Privacy Concerns (IUIPC) Scale has been instrumental in assessing individuals' apprehensions regarding collection, unauthorised secondary use, and control over the personal data online. Guided by the social contract theory of privacy, this scale contains 10 items distributed across three dimensions - Collection, Secondary use, and Control, with responses solicited on a 7-point Likert scale.

The IUIPC demonstrates excellent psychometric properties, as evidenced by the Composite Reliability (CR) values ranging from 0.74 to 0.95 and Average Variance Extracted (AVE) values ranging from 0.50 to 0.86, both surpassing the recommended thresholds. Convergent and discriminant validity are established, and the scale effectively captures the overall construct of privacy concerns among internet users. However, it is worth noting that the treatment of privacy concern as a higher-order construct is subject to debate.

The IUIPC has been widely used to investigate privacy concerns related to online activities such as e-commerce and social media use. It contributes significantly to understanding the factors that influence privacy apprehensions and their subsequent effect on user behaviour. A noteworthy advantage of the IUIPC is its multidimensional structure allowing the exploration of different aspects of privacy concern.

Conversely, the scale's age and primary focus on the online context might limit its comprehensiveness and applicability. Although it has been used to study privacy concerns in offline scenarios, it was principally designed for the online context.

Researchers should consider utilising the IUIPC to investigate privacy concerns online. Nonetheless, its application to different research contexts requires careful deliberation, and potential modifications may be warranted to ensure its relevance to the specific research scenario.

Internet Privacy Concerns Scale by Dinev and Hart 2004

Building upon the foundation laid by Smith et al. (1996), Dinev and Hart (2004) modified the existing scale to reflect the unique characteristics of the Internet, introducing a specific focus on privacy concerns. They successfully eliminated unrelated aspects like organisational policies and general computer anxiety, thereby producing a more concentrated measure of privacy concerns.

Their model encompassed two distinct dimensions of privacy concern: Abuse and Finding, consisting of four and ten items, respectively. Dinev and Hart's scale boasts impressive psychometric properties, with Cronbach's alpha standing at 0.9 for Abuse and 0.94 for Finding, indicating robust internal consistency. The scale also establishes sound convergent, discriminant, and predictive validity, making it a reliable measure in privacy research.

This scale was explicitly tailored to scrutinise privacy concerns in an Internet context, emphasising individuals' perceived control over their information and perceived vulnerability during online activities. Consequently, this scale has found valuable application in areas such as e-commerce, online banking, social media, and other digital platforms where privacy concerns have relevance.

The instrument is well-suited for studies seeking to dissect and comprehend the attitudes and concerns of individuals regarding their privacy while using the Internet. However, the specific, context-driven design of this scale can also be perceived as a limitation, as it may not capture the full breadth of privacy concerns. Moreover, the two-dimensional structure of the scale may fall short in accounting for all facets of privacy concern, given the complex, multi-dimensional nature of the construct. This suggests that although the scale offers a targeted tool for examining social media privacy concerns, its scope and application may be restricted in some respects.

Online Privacy Concern Scale by Buchanan et al. (2007)

Buchanan et al. (2007) initially sought to capture multiple dimensions of privacy concern in their instrument development, consistent with the multifaceted nature of privacy outlined by previous research. Unexpectedly, their analysis revealed a single interpretable attitudinal factor, leading to a unidimensional representation of privacy concern in their study. This construct, although limited in its multifactorial representation, nevertheless provides an

improvement over prior brief measures by tapping into several aspects of privacy. These aspects include accessibility, informational privacy, and expressive privacy.

Importantly, unlike several other scales, Buchanan et al.'s scale has been demonstrated to be valid online environments. This strengthens the efficiency of the instrument but it should be noted that it treats privacy concern as a single composite score rather than having individual sub-constructs for the various theoretically delineated aspects of privacy. Essentially, the scale's unidimensional nature may limit the depth of understanding it can provide into the multi-layered privacy concerns experienced by users in various digital contexts, particularly on online social networking platforms where privacy dynamics are overly intricate.

With regard to psychometric properties, Buchanan et al.'s scale displayed adequate reliability and validity, making it a robust tool for the measurement of general privacy concerns. However, researchers should exercise caution when utilising this scale in studies where a more granular understanding of privacy concerns is required, given its unidimensional nature.

Internet Privacy Concerns Scale by Hong and Thong (2013)

The Internet Privacy Concerns (IPC) scale, developed by Hong and Thong in 2013, builds upon established instruments, including those from Smith et al. (1996) and Malhotra et al. (2004), to meet the growing need for a comprehensive tool measuring contemporary perceptions of online information privacy. This scale consists of six key dimensions: collection, secondary usage, errors, improper access, control, and awareness, with respondents rating each item on a Likert scale.

The IPC scale is notable for its third-order factor structure, which consistently outperformed corresponding lower-order factor models in their study, demonstrating strong internal consistency and construct validity. It has been widely used in privacy research, particularly in studies of online consumer behaviour and e-commerce, and has significantly contributed to understanding privacy concerns.

One of the IPC scale's primary strengths is its multidimensional nature, enabling researchers to capture a wide range of privacy concerns. However, its third-order factors can be challenging to implement in some contexts. The scale is designed explicitly to study privacy concerns in online environments like e-commerce, social media, and other online platforms. Therefore, while it is ideal for studies focusing on the flow and management of personal information online, adaptation may be needed for other contexts.

In conclusion, the IPC scale is a valuable tool for comprehensive online privacy research, particularly for studies examining the intricacies of personal information management online. As with any scale, researchers are advised to confirm its reliability and validity within their specific context.

The Privacy Concerns in Online Social Networking (PCOSN) scale by Krasnova et al. (2009)

The Privacy Concerns in Online Social Networking (PCOSN) scale developed by Krasnova et al. (2009) was specifically designed to measure user privacy concerns in the realm of Online Social Networks (OSNs). Developed through a multi-stage process that included focus group discussions and questionnaire development, the scale uniquely captures the dual dimensions of privacy concerns: Organizational Threats and Social Threats.

The “Concerns about Organizational Threats” dimension encapsulates user worries regarding the gathering, storage, and utilisation of their information by OSN providers and third parties. Interestingly, the researchers found that users do not usually differentiate between the entities collecting and using their information or between the processes of data collection and secondary use. On the other hand, the “Concerns about Social Threats” dimension relates to apprehensions about risks within the OSN user environment. It encompasses various concerns related to interactions with other users, such as cyberbullying, harassment, privacy breaches, identity theft, exposure to inappropriate or harmful content, and the potential impact on one's reputation or social relationships.

The psychometric properties of the scale indicate its robustness, with Composite Reliability values surpassing the threshold of 0.6 and Average Variance Extracted (AVE) values reaching or exceeding the threshold level of 0.5. Additionally, the scale demonstrates discriminant validity, as evidenced by the square root of the AVE for each latent variable being greater than the correlation between that variable and any other latent variables. These findings affirm the reliability and validity of the scale for measuring the intended constructs.

The PCOSN scale has proven valuable in analysing the impact of privacy apprehensions on user behaviour in OSNs. For instance, the study found that concerns about organisational threats negatively influenced the amount of information users disclosed on OSNs, whereas concerns regarding social threats impacted the honesty and deliberate control of information disclosure.

Although this scale provides an essential tool for examining privacy concerns in OSNs, its limitations should be considered. It is noteworthy that the dimensions of "Accessibility Threats" and "Identity Theft", despite being significant in focus group discussions, did not emerge as separate factors in the scale. It suggests that the scale may not cover all possible dimensions of privacy concerns in the realm of online social networking sites.

The PCOSN scale provides a valuable tool for research aimed at understanding privacy concerns in the social networking context. Its focus on both organizational and social threats allows for a comprehensive understanding of users' concerns, which can influence the amount, honesty, and control of information individuals disclose on OSNs.

Li and Wang (2022)

Li and Wang (2022) developed a new scale specifically for assessing privacy concerns in the realm of social media, building on the foundational work of Malhotra et al. (2004). The scale enriches understanding of privacy concerns in the social media sphere, featuring four dimensions: collection, control, perception, and secondary usage.

The researchers devised the User Privacy Concern Measurement Scale using the Internet User Information Privacy Concern Scale (IUIPC) from Malhotra et al. (2004) as a basis. The original IUIPC scale covered three elements: collection, control, and awareness. Li and Wang, however, introduced a "secondary use" dimension to better encapsulate privacy concerns within the social media realm. Following an exploratory factor analysis of the questionnaire items, they finalised four dimensions and twelve items for the scale. This scale then underwent adjustment and validation through large sample testing.

The reliability and validity of the User Privacy Concern Measurement Scale are reported to be strong. With Cronbach's α coefficients for all four dimensions exceeding 0.8, the scale demonstrates good reliability. The scale's explanatory power is relatively robust at 77.746%, indicating its efficacy in measuring privacy apprehensions with regard to online social networking sites.

Despite its strengths, the scale also presents potential drawbacks. A primary concern is the 'perception' dimension's overlap with the 'control' dimension, which could lead to redundancy. Moreover, the scale does not explicitly address direct privacy threats such as unauthorised access or identity theft, significant concerns within the social media context. Furthermore, it does not take into account social aspects of privacy concerns in online social networking sites, such as invasions of privacy from other users or concerns related to user-generated content. As such, while providing a nuanced perspective on privacy concerns in the social media context, this scale may require additional measures or modifications to capture a more comprehensive picture of privacy concerns in online social networks.

Discussion

Upon detailed review of the aforementioned privacy concern scales, it is clear that these tools have evolved over time to capture the changing nature and context of privacy concerns, particularly in the realm of social media. This evolution has been dictated by a host of factors, ranging from technological advancements and increased online engagement to changing societal norms and legal regulations regarding privacy. Each scale has a unique perspective and theoretical underpinning, providing researchers with a broad spectrum of tools to measure and investigate privacy concerns.

A common thread across these scales is their reliance on the multidimensional construct of privacy. Starting from the seminal work of Smith et al. (1996), most scales have embraced the notion that privacy concerns are not a unidimensional construct but rather composed of several distinct yet related dimensions. These can include aspects like collection, control, secondary use, and awareness, amongst others. This multidimensionality allows for a more

granular and comprehensive understanding of privacy concerns, capturing the complexity and diversity of user apprehensions in the digital space.

A significant shift in the development of these scales is the transition from a broad focus on internet privacy concerns to more specific contexts like e-commerce or social media. The scales of Malhotra et al. (2004), Dinev and Hart (2004), and Hong and Thong (2013) expanded upon Smith et al.'s (1996) scale to reflect the unique characteristics of the Internet and e-commerce. However, the focus of these scales remained broad. The scales developed by Krasnova et al. (2009) and Li and Wang (2022) are designed specifically for social media, indicating a trend toward context-specific privacy concern scales.

This trend towards specificity is a response to the increasing complexity of the digital landscape. As users interact with various platforms, their privacy concerns can differ significantly based on the platform's characteristics, the type of data involved, and the potential uses of that data. Hence, scales tailored to specific contexts like social media are becoming increasingly relevant.

Another notable trend is the inclusion of perceived control as a key dimension of privacy concerns. Scales like those developed by Malhotra et al. (2004), Dinev and Hart (2004), Hong and Thong (2013), and Li and Wang (2022) consider perceived control over personal information as a significant factor influencing privacy concerns. This emphasis suggests a growing recognition of the importance of user agency and autonomy in privacy discourse.

The inclusion of social threats, as seen in Krasnova et al.'s (2009) PCOSN scale, is a unique and important development in understanding privacy concerns in social media. This highlights the growing recognition of social privacy threats arising from other users in the network, reflecting the interactive nature of social media platforms. This trend might pave the way for more nuanced studies investigating the interplay between privacy concerns, social interactions, and user behaviour on social media platforms.

Finally, using psychometric properties to validate these scales is a constant across all instruments. Robust testing of reliability and validity has lent credibility to these scales and facilitated their wide application across various studies. This practice is likely to persist as new scales are developed and old ones refined.

While these trends showcase the evolution of privacy concern scales, they also highlight existing gaps. Scales need to capture better the nuanced dynamics of social media, including aspects like user-generated content, interactions with other users, and the unique features of different social media platforms. Furthermore, scales should take into account new privacy threats and issues arising from the ever-evolving technology landscape, including aspects like AI, machine learning, and big data analytics. Future scales might also benefit from incorporating the impact of cultural, societal, and individual factors on privacy concerns.

Overall, the landscape of privacy concern scales is dynamic, with each scale reflecting the privacy discourse and concerns of its time. Future scales will likely continue this trend,

evolving to capture the changing nature and context of privacy concerns, particularly in the age of social media.

Conclusion

Privacy concern scales serve as essential tools for discerning individuals' perceptions, interpretations, and responses to privacy threats in the digital landscape, specifically within social media. As these scales have evolved over time, they have adapted to capture the shifting context and nature of privacy concerns. Even with such advancements, gaps persist in comprehending privacy concerns, especially within the social media environment. As the digital landscape is in constant flux, it is imperative that the tools employed to study it adapt accordingly. By adhering to the recommendations presented in this review, the development of more nuanced, context-specific, and comprehensive privacy concern scales can be facilitated. These scales, reflecting the multifaceted nature of privacy in the digital age, will be instrumental in continually navigating the complexities of privacy in an unceasingly evolving digital world.

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THE IMPACT OF MEDIA LITERACY ON ADVERTISING AND PUBLIC RELATIONS: A COMPARATIVE STUDY

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Abstract

In a time when media, advertising, and public relations are all converging, media literacy has become a crucial indicator of effective communication and audience engagement. By examining people's perceptions, attitudes, and behaviors in response to persuasive communication, this study seeks to understand how media literacy affects advertising and public relations.

The study used a mixed-methods approach and recruited 300 participants for a quantitative survey while holding 12 focus group discussions (FGDs) to gather qualitative information. While theme analysis was performed on the FGDs, descriptive statistics were used to evaluate the survey data. The sample included people from a variety of demographic backgrounds, ensuring a thorough understanding of the study's goals. The survey's findings revealed a range of attitudes about advertisements, with the majority exhibiting favorable attitudes and a willingness to interact.

The focus group discussions gave complexity to these findings by demonstrating the complex processes impacting participants' opinions, even while dissatisfaction with commercials was indicated at various frequencies. It should be noted that media literacy has become a significant factor in determining attitudes, permitting selective engagement, and building resistance to manipulative tactics. The study also found a significant link between media literacy and purchase intent, with participants attributing their media literacy to better decision-making and greater faith in commercials.

Similarly, it has been discovered that media literacy influences public relations engagement patterns by enabling people to assess the veracity of communication initiatives, particularly in times of crisis. Overall, this study advances our knowledge of how media literacy fits into the changing world of persuasive communication. The mixed-methods approach allows a comprehensive assessment of the effects of media literacy on advertising and public relations by merging quantitative and qualitative findings. This study emphasizes the necessity of media literacy as a critical ability for navigating the complex media environment and successfully engaging with persuasive messages as media continues to affect perceptions and behaviours.

Keywords: media literacy, advertising, public relations, impact, comparative study

Introduction

The merger of media, advertising, and public relations in the digital age has fundamentally changed the field of persuasive communication, altering both the means by which messages are disseminated and the very nature of audience involvement. In order to fully understand how media literacy, advertising tactics, and public relations efforts interact to construct the contemporary communication ecology, it is urgently necessary to go through this shift(Holladay & Coombs, 2013).

People are exposed to an unprecedented volume of communication in a world where information is constantly and effortlessly exchanged across numerous digital channels. A more sophisticated set of abilities is required to deal with this deluge, and media literacy has emerged as a crucial competency. Media literacy encompasses the ability to analyze, decode, and critically evaluate the complex layers of media communications. It goes beyond passive viewing. Media literacy equips people to navigate the complex web of content, picking out subtleties that could escape the less astute eye, such as visual signals, linguistic subtexts, implicit narratives, and underlying ideologies(Malmelin, 2010).

A greater comprehension of the symbiotic relationship between media literacy, advertising techniques, and public relations efforts is required due to the complexity of modern communication. An audience that is media literate greatly benefits from advertising, which aims to capture brand identity and elicit customer response within fleeting seconds. These abilities allow people to analyze commercials in depth, identifying the emotional cues intended, underlying prejudices, and persuasive strategies that are frequently hidden from passive consumers. On the other hand, public relations depend on creating rapport, controlling reputation, and encouraging open communication. Here, media literacy serves as a link that makes it easier for the audience to assess the sincerity and reliability of public relations efforts(Xie et al., 2018).

The importance of media literacy goes beyond that of a simple cognitive tool in the context of this paradigm shift. Individuals are transformed from passive recipients to knowledgeable participants in the communication process as a result of it acting as a catalyst for active participation. This transformation is in line with the democratic principles of the digital age, in which the lines between producers and consumers are blurred and interaction is a two-way street rather than a static one(Tully et al., 2020).

This research sets out on a quest to understand the complex interactions between media literacy, advertising tactics, and public relations initiatives in the face of this sophisticated web of interactions(Tugtekin&Koc, 2020). This study aims to shed light on how media literacy, as a cognitive construct, influences not only how people receive and react to messages but also the fundamental nature of how persuasive communication is conceptualized and carried out through empirical exploration and analysis. This study has the potential to give light on how media literacy functions as a perceptual filter, changing the

course of public relations and advertising campaigns and, in turn, enhancing our understanding of the changing media landscape.

Background and Context

The fundamental skill of media literacy enables people to comprehend and engage with a wide range of media. This skill set is essential in a time where text and visual content are seamlessly combined and viewers are continuously bombarded with information. It is crucial to incorporate media literacy into public relations and advertising strategies because it enables customers to participate meaningfully, recognize persuasive tactics, and make informed choices. Additionally, media literacy fills the gap between communicators' goals and audiences' interpretations, potentially influencing the outcomes of public relations and advertising campaigns (Sarwatay et al., 2021).

As the two main forces in persuasion, public relations and advertising have developed to take advantage of these shifting dynamics. Advertising deliberately uses storytelling, visual cues, and emotional appeals to draw viewers in and influence their behavior (Dhillon & Deepak, 2017). In contrast, public relations rely on trustworthiness, openness, and stakeholder involvement to control impressions and uphold an organization's reputation. A fascinating question arises in the midst of this transformation: How does media literacy, as a perceptual filter, affect the efficacy of public relations and advertising initiatives across various audience segments?

Statement of the Research Problem

The intricate and diverse relationship between media literacy, advertising, and public relations is explored in this study. Uncovering the extent to which media literacy affects the reception, interpretation, and response to advertising messages and public relations initiatives is the main goal of the research. The core of this study is the interaction between people's media literacy levels and their participation with persuasive communication.

Significance of the Study

The significance of this study is twofold. Firstly, it contributes to the academic understanding of how media literacy acts as a filter that shapes the audience's decoding of advertising and public relations messages. Secondly, from a practical perspective, the findings offer valuable insights to advertisers and public relations practitioners, enabling them to tailor their strategies to effectively resonate with diverse audiences. In an environment characterized by information overload and media saturation, this research illuminates how media literacy can serve as a bridge to meaning-making.

Research Objectives

The primary objective of this research is to explore and analyze the multifaceted influence of media literacy on advertising and public relations effectiveness. To achieve this overarching goal, the study aims to address the following research questions:

1. To study the impact of varying media literacy levels across demographics on the comprehension and interpretation of advertisements.
2. Analyze the influence of media literacy on emotional engagement, attitude development, and intentions concerning advertisements.
3. Investigate the relationship between media literacy and credibility assessment, trust formation, and active participation in public relations activities.

Literature Review

In the modern information age, media literacy has become a crucial concept, including the abilities and knowledge required to navigate, critically assess, and evaluate the massive amount of media content that daily bombards people (Hobbs, 2018). This section explores the many facets of media literacy, including its impact on public relations campaigns, its involvement in consumer views of advertising, its influence on prior demographic research, and its connections to trust, credibility, and ethical communication.

Defining Media Literacy and its Components

According to (Ng, 2012), media literacy includes the capacity to use diverse platforms and formats to access, analyze, evaluate, and generate media material. Its components include textual literacy, which means analyzing and decoding written material, and visual literacy, which entails comprehending the visual features in media ((Finucane et al., 2018)). Critical literacy equips people to examine media messages for underlying biases, viewpoints, and intents, whereas digital literacy also includes the ability to explore and evaluate online content (Hobbs et al., 2013).

The Role of Media Literacy in Shaping Consumer Perceptions of Advertising

Media literacy has a significant impact on how consumers interact with advertising messages. People who are highly media literate are better able to spot persuasive strategies, comprehend covert objectives, and critically assess the veracity of claims presented in commercials (Schivinski & Dabrowski, 2016). They are more likely to engage in cognitive processing, recognizing the intended emotional triggers and potential biases within the commercials, and are less likely to be affected by overt pleas (McMillan & Hwang, 2002)

Media Literacy's Impact on Public Relations Campaigns and Crisis Communication

In the field of public relations, media literacy is crucial in determining how communications are received. Audiences with more media literacy are better able to evaluate the reliability of information sources, distinguish between truth and opinion, and recognize possible manipulation (Jin et al., 2014). Additionally, media literacy has an impact on audiences' responses to crisis communication attempts. People who are more media literate are more inclined to look for supporting evidence and hold companies responsible for ethical and open communication amid crises (Sturges, 1994).

Previous Research on Media Literacy Levels Across Demographics and its Implications

Significant differences in media literacy levels among demographic groups have been revealed through research on this topic. Due to their experience with digital platforms and materials, younger generations—often referred to as "digital natives"—tend to demonstrate higher levels of media literacy (Maksl et al., 2015). On the other hand, elderly people could find it difficult to understand the rapidly changing media landscape. These variations have significant ramifications for communication tactics, demanding specialized solutions that take into account varied degrees of media literacy.

Relationship Between Media Literacy, Trust, Credibility, and Ethical Communication

The nexus between media literacy, trust, credibility, and ethical communication is fundamental. Media literacy equips individuals with the tools to critically assess the credibility of information sources, thereby influencing their levels of trust (Huda & Hashim, 2022). Ethical communication, rooted in transparency, accuracy, and fairness, resonates more strongly with media-literate audiences who actively seek reliable information. This interconnectedness underscores the importance of fostering media literacy to promote trustworthy and responsible communication practices.

Research Methodology

To reach its goals and gain an in-depth understanding of how media literacy affects public relations and advertising, this study used a mixed-methods strategy that included both survey research and focus group talks. These techniques were used in the study to collect information from a wide range of participants, giving it a comprehensive view of the research issue.

Survey

To explore the research aims quantitatively, a survey was created. A structured questionnaire was used in the survey, which had 300 participants. The survey's questions probed respondents' opinions regarding advertisements, engagement patterns, levels of irritability, and other pertinent variables. To facilitate data processing, the Likert scale was used to collect respondents' perspectives on a variety of responses.

Focus Group Discussions

In addition to the poll, focus groups were held to examine participants' experiences and perspectives in greater detail. These conversations offered qualitative information that enhanced the survey results. A total of 12 focus group meetings with participants from various demographic backgrounds were planned. To adequately capture the opinions of the participants, these sessions were moderated.

Sampling

A sample size of 300 respondents for the survey was chosen using a combination of convenience and random sampling techniques. To ensure the representation of a range of

viewpoints, the respondents were chosen from a variety of age groups, educational institutions, and occupations.

A purposive sampling strategy was used to select 12 participants for the focus group talks who satisfied certain requirements, including varying degrees of media literacy, age, and occupation. Through a variety of perspectives, this strategy attempted to ensure a thorough comprehension of the research objectives.

Data Analysis

Utilizing statistical methods like descriptive statistics and inferential analysis, quantitative data from the survey was examined. To graphically represent the outcomes and patterns, the findings were presented as tables and graphs.

The focus group talks' qualitative data was transcribed and thematically analyzed. To glean significant insights from the participant tales, emerging themes and patterns were found, classified, and arranged.

Integration of Findings

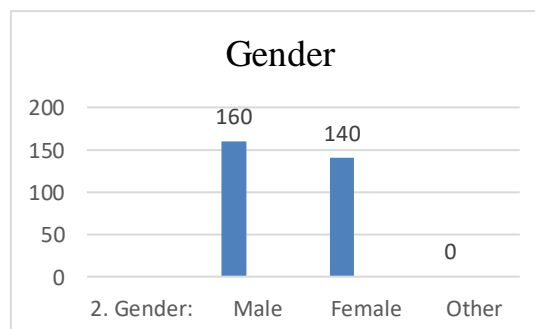
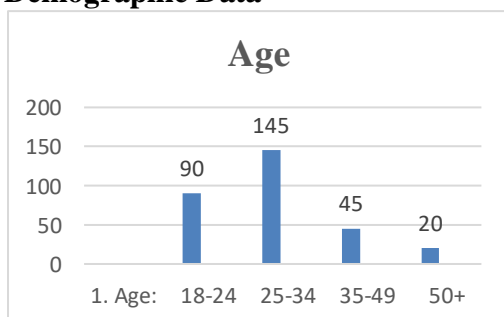
The triangulation of quantitative and qualitative data made possible by the mixed methods technique improved the validity and breadth of the research findings. The focus group discussions added qualitative subtlety to the quantitative patterns supplied by the survey results, resulting in a thorough grasp of the effects of media literacy on advertising and public relations.

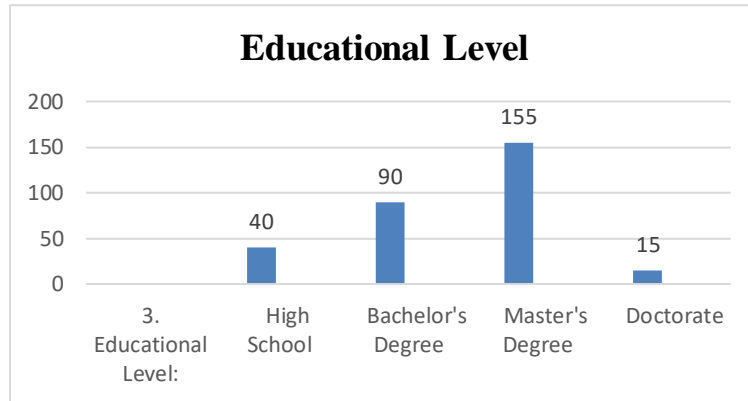
Through the integration of the advantages of survey research and focus group talks, this methodology made sure that the study objectives were thoroughly explored. It enabled a thorough examination of the effects of media literacy and allowed for a complex interpretation of the findings.

Data Analysis

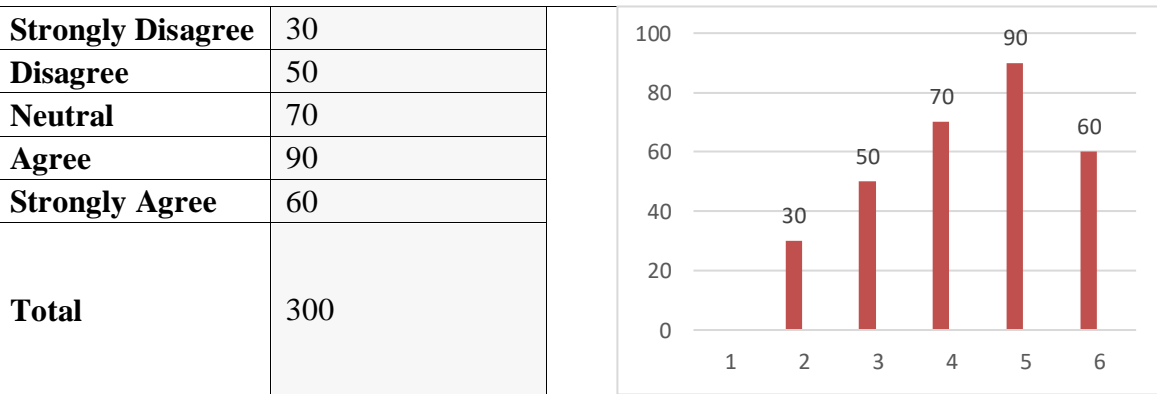
Survey Analysis

Demographic Data

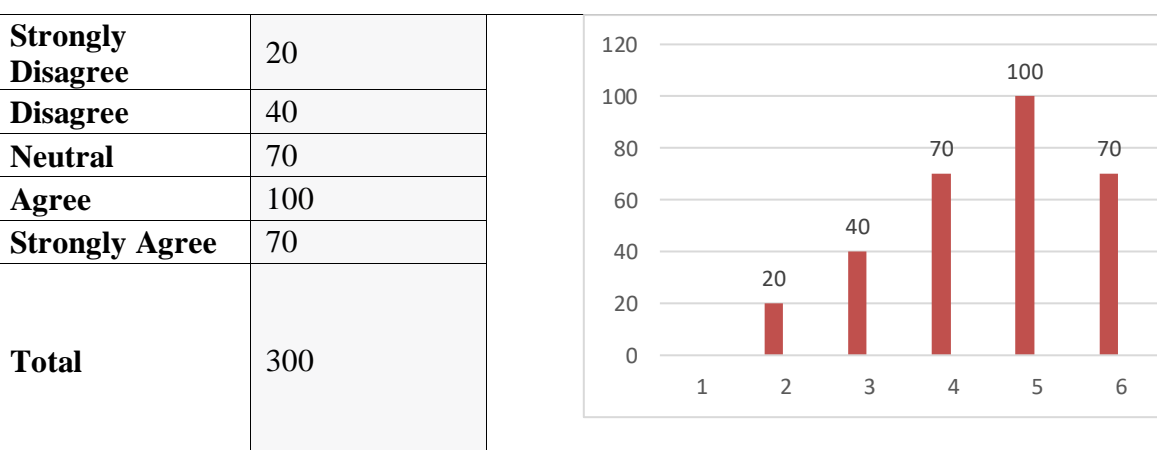




1. I can interpret the meanings of various visual elements used in media content.

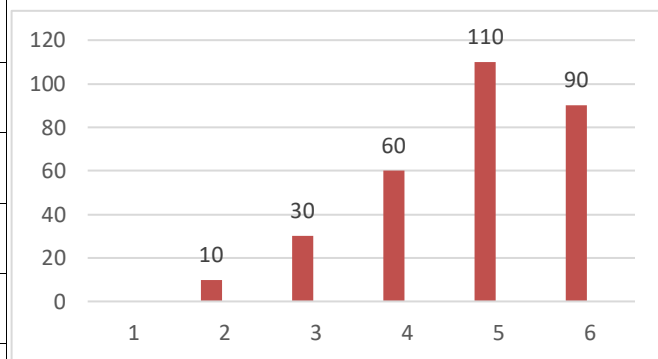


2. I can identify the techniques used to manipulate visual elements in advertisements.

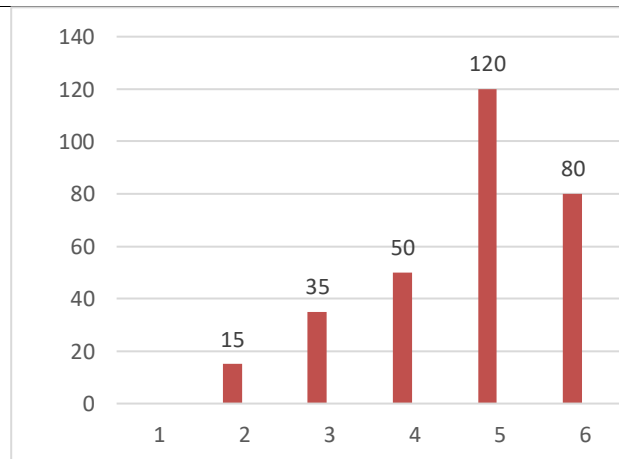


3. I can understand the main message of written content in media.

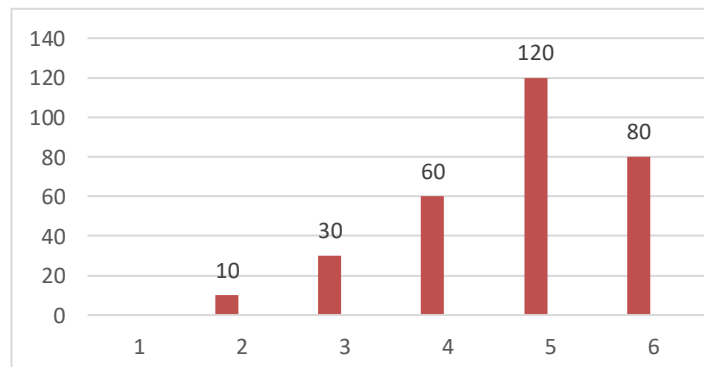
Strongly Disagree	10
Disagree	30
Neutral	60
Agree	110
Strongly Agree	90
Total	300

**4. I can critically analyze the language and tone used in advertisements.**

Strongly Disagree	15
Disagree	35
Neutral	50
Agree	120
Strongly Agree	80
Total	300

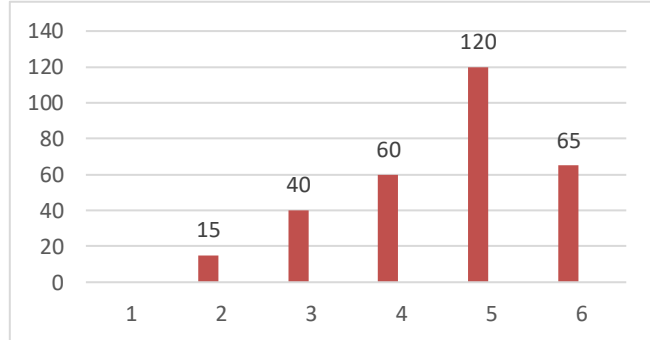
**5. I am comfortable using different digital platforms and technologies.**

Strongly Disagree	10
Disagree	30
Neutral	60
Agree	120
Strongly Agree	80
Total	300



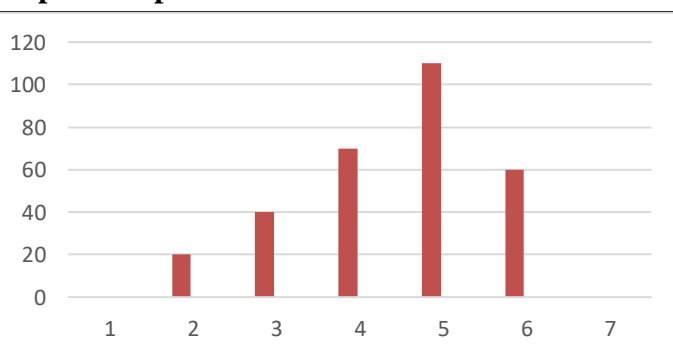
6. I can distinguish between reliable and unreliable sources of information online.

Strongly Disagree	15
Disagree	40
Neutral	60
Agree	120
Strongly Agree	65
Total	300



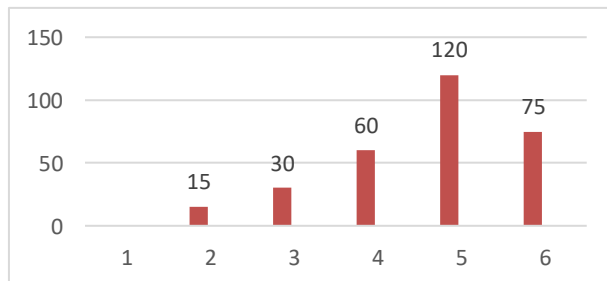
7. I can identify potential biases and perspectives present in media content.

Strongly Disagree	20
Disagree	40
Neutral	70
Agree	110
Strongly Agree	60
Total	300



8. I can recognize when media messages are trying to persuade or manipulate me.

Strongly Disagree	15
Disagree	30
Neutral	60
Agree	120
Strongly Agree	75
Total	300



10. I actively seek out different perspectives before forming opinions based on media content.

Strongly Disagree	20	
Disagree	40	
Neutral	70	
Agree	100	
Strongly Agree	70	
Total	300	

9. I feel confident in my ability to navigate and understand various forms of media content.

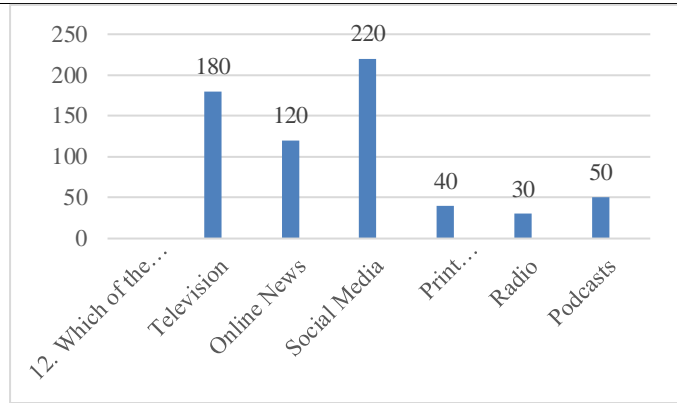
Strongly Disagree	10	
Disagree	20	
Neutral	40	
Agree	120	
Strongly Agree	110	
Total	300	

11. On average, how many hours per day do you spend consuming media content (e.g., TV, social media, news)?

Less than 1 hour	40	
1-2 hours	70	
3-4 hours	90	
5-6 hours	60	
More than 6 hours	40	
Total	300	

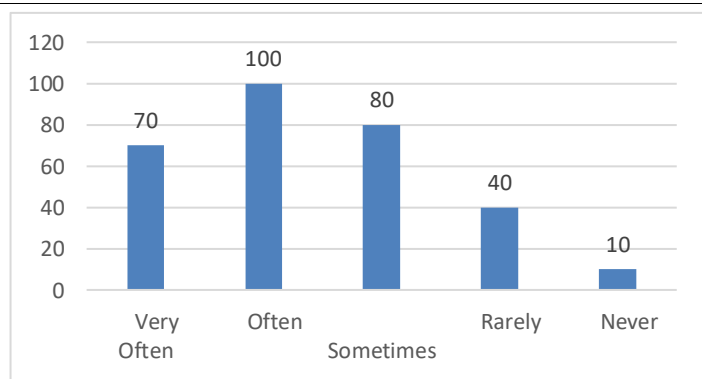
12. Which of the following types of media content do you consume most frequently? (Select all that apply)

Television	180
Online News	120
Social Media	220
Print Newspapers/Magazines	40
Radio	30
Podcasts	50
Total	300



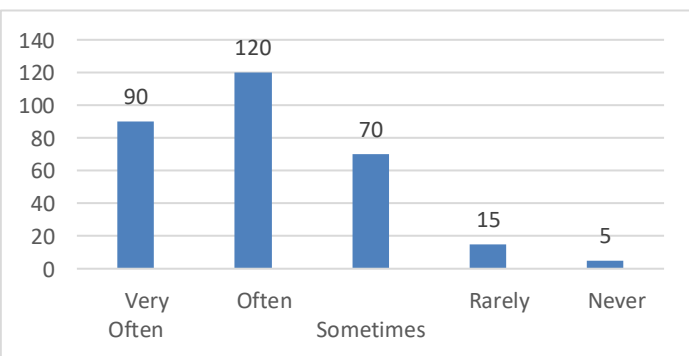
13. How often do you fact-check information you come across on the internet or social media?

Very Often	70
Often	100
Sometimes	80
Rarely	40
Never	10
Total	300



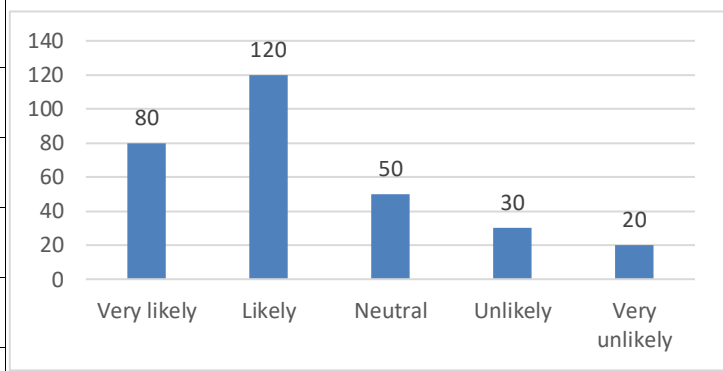
14. How often do you critically analyze the advertisements you see or hear?

Very Often	90
Often	120
Sometimes	70
Rarely	15
Never	5
Total	300



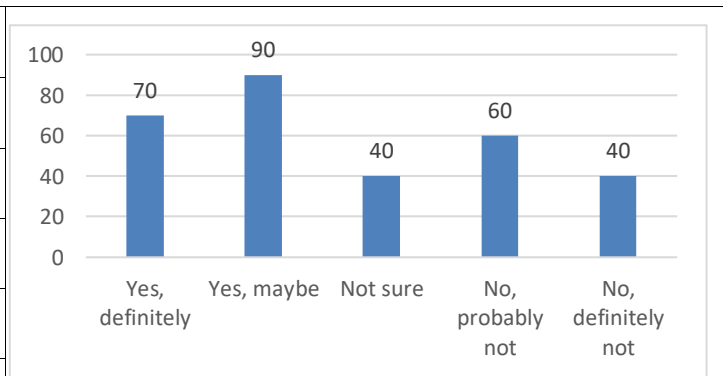
15. When you see an advertisement for a product or service you're interested in, how likely are you to consider purchasing it? (Circle one)

Very likely	80
Likely	120
Neutral	50
Unlikely	30
Very unlikely	20
Total	



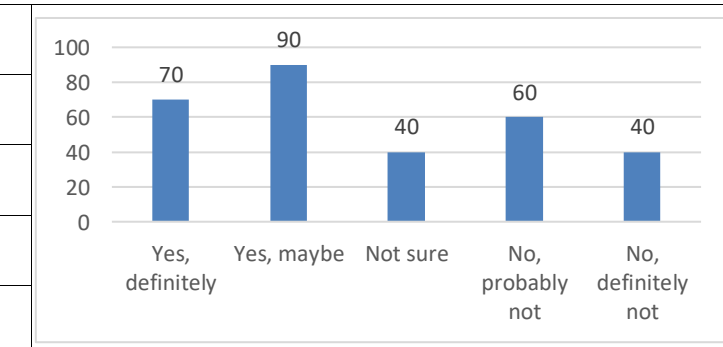
16. Have you made a purchase based on an advertisement you've seen recently? (Circle one)

Yes, definitely	70
Yes, maybe	90
Not sure	40
No, probably not	60
No, definitely not	40
Total	300

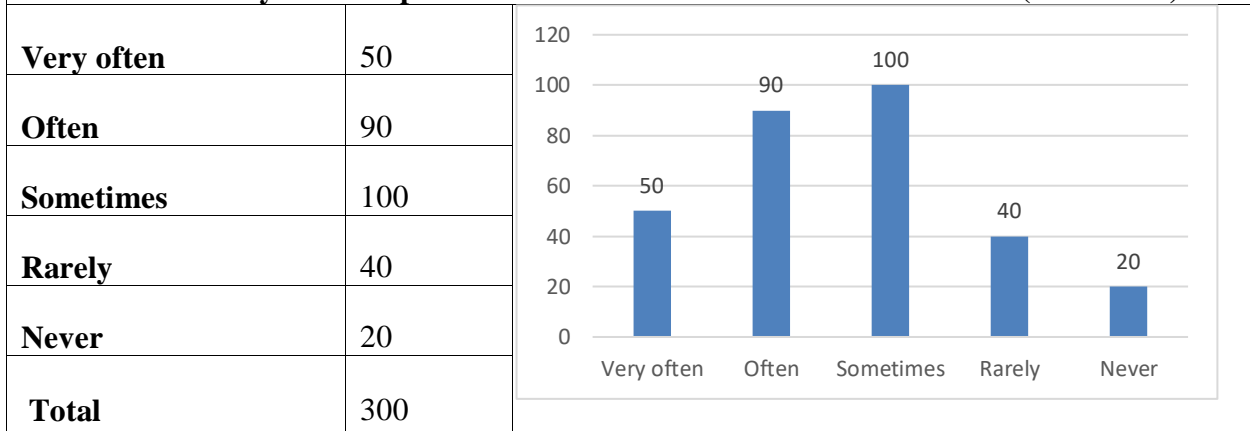


17. Have you made a purchase based on an advertisement you've seen recently? (Circle one)

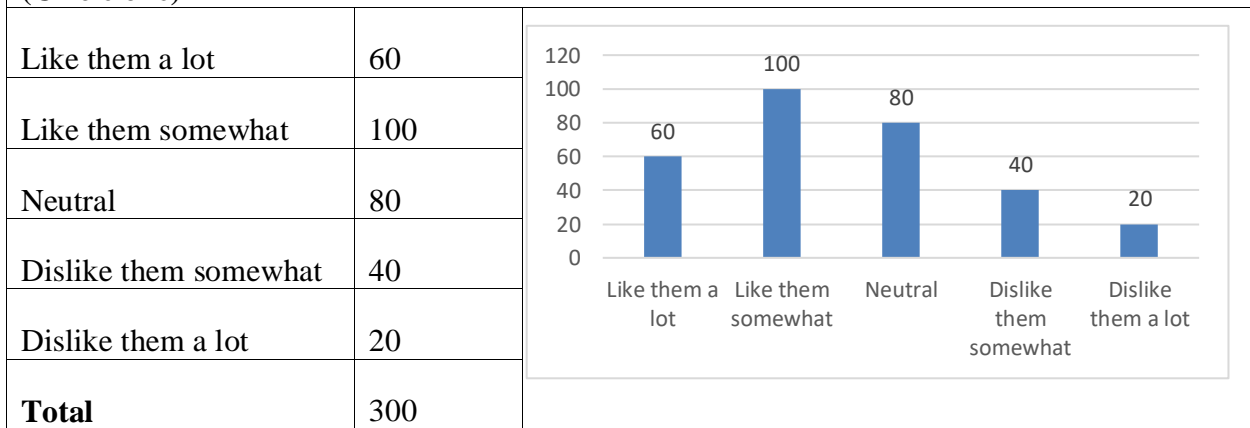
Yes, definitely	70
Yes, maybe	90
Not sure	40
No, probably not	60
No, definitely not	40
Total	300



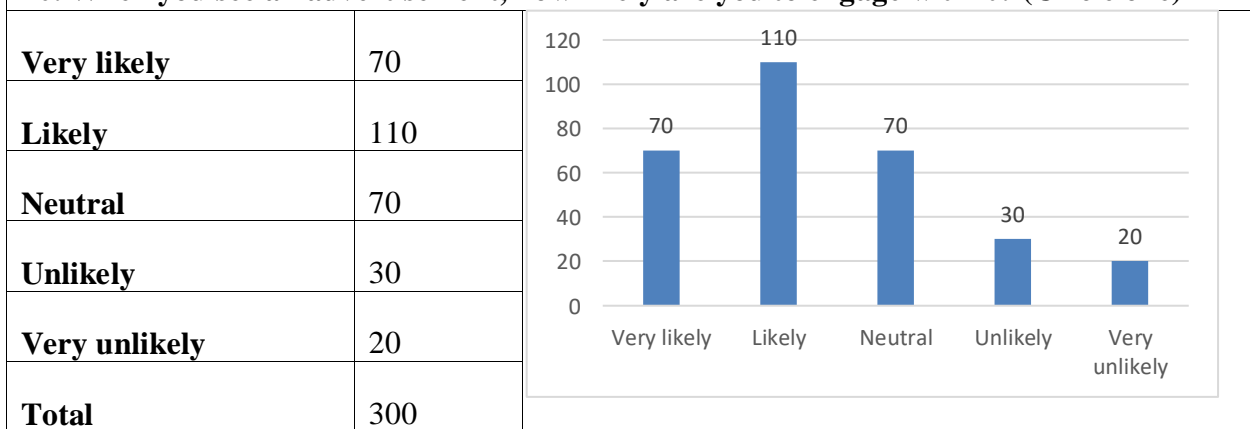
18. How often do you make purchase decisions based on advertisements? (Circle one)

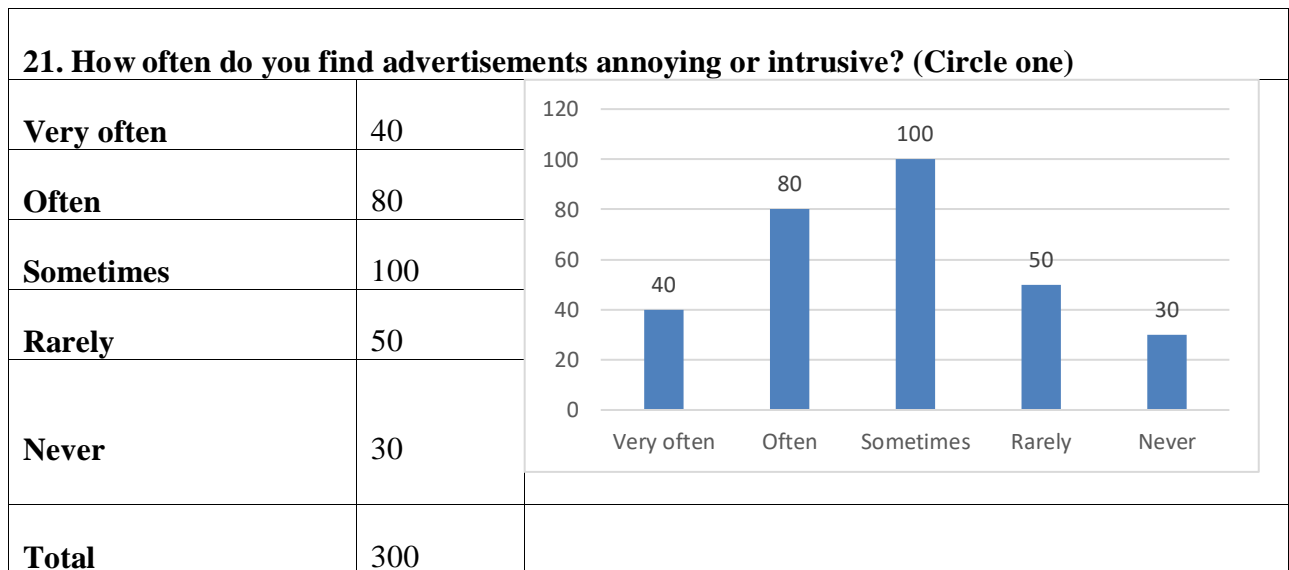


19. How do you generally feel about advertisements you encounter in various media? (Circle one)



20. When you see an advertisement, how likely are you to engage with it? (Circle one)





Analysis of Focus Group Discussion

Q1: Understand the Perceptions of Media Literacy and Advertising

Themes Emerging from FGDs:

- **Positive Reception:** Participants from all groups agreed that media literacy has a beneficial impact on their capacity to understand and critically assess commercials. They felt more comfortable deciphering the language, imagery, and persuasive strategies used in advertisements.

- **Selective Engagement:** A few participants mentioned that media literacy enables them to engage with commercials just when they want to. They indicated that they are more likely to interact with advertisements that reflect their values and interests.

Q2: Explore Media Literacy's Influence on Attitudes Towards Ads

Themes Emerging from FGDs:

- **Enhanced Attitude Formation:** Improved Attitude Formation: A number of participants noted that they are better able to generate complex and educated attitudes toward commercials thanks to their media literacy abilities. They admitted to being more open to advertisements that present accurate information and link to reliable sources.

- **Resistance to Manipulation:** Participants discussed times when they used their media literacy abilities to spot manipulation in commercials. When they recognized persuasive tactics, they said they felt empowered to reject them.

Q3: Investigate the Relationship Between Media Literacy and Purchase Intent

Themes Emerging from FGDs:

- **Informed Decision-Making:** Making Informed Decisions: Participants said that their purchasing decisions are greatly influenced by their media literacy. Before making a purchase, they underlined the value of carefully examining the ad content and gathering further information.

-**Impact on Trust:** Several participants talked about how media literacy and trust in advertisements are related. People with greater media literacy were more likely to believe advertisements that contained honest information and mentioned reliable sources.

Q4: Understand Media Literacy's Influence on Public Relations Engagement

Themes Emerging from FGDs:

- **Influence on Credibility Assessment:** - Participants discussed how media literacy affects how they assess the credibility of public relations initiatives. They said that they were more willing to interact with PR information that was open, thoroughly investigated, and backed up by reliable sources.

- **Empowerment in Crisis Communication:** Some participants reported occasions in which their media literacy abilities helped them evaluate public relations messages during crises. They claimed that being media literate helped them distinguish between accurate information and spin.

Research findings:

1. Attitude Towards Ads:

A sizable portion of respondents said they liked commercials only somewhat, which is a moderate level of optimism. A smaller group expressed more negative feelings and, to some degree, disliked advertisements. These results imply that the community under study has a wide range of attitudes toward advertisements.

2. Engagement with Ads:

The majority of respondents reported that they were likely to or very likely to engage with advertisements, indicating that there was usually a positive tendency among respondents to do so. The proportion of individuals who were unlikely to participate was substantially smaller, even though a neutral position also showed up, indicating a degree of apathy.

3. Annoyance with Ads:

The majority of participants reported either a moderate or low level of aggravation with commercials, indicating that they only sometimes find them to be invasive or bothersome. This shows that, despite the fact that some respondents do have this opinion, it is not a widely held one.

4. Trust in Public Relations:

The distribution of trust across different levels was identified by the examination of public relations initiatives. A sizable percentage of respondents reported high or very high trust in PR campaigns, demonstrating a favorable opinion of their veracity and authenticity.

5. Engagement with Public Relations:

Results for participation in public relations initiatives showed that respondents were eager to become involved. A sizable portion stated that they frequently or very frequently engaged with public relations content, whereas a smaller portion reported only occasionally engaging or completely disengaging.

6. Response to Crisis Communication:

The results of research into the efficiency of crisis communication tactics showed a largely favourable response. A sizeable percentage believed that crisis communication was either extremely effective or effective, indicating that properly performed public relations activities can help to lessen unfavourable opinions during crises.

Conclusion

A new era of persuasive communication has begun in the digital age as a result of the convergence of media, advertising, and public relations, altering how people interact with content. This change has highlighted the critical function of media literacy in understanding and navigating the complex terrain of information distribution. Several significant findings have been revealed via the lens of our study, which looked at how media literacy affects public relations and advertising.

Our research goals compelled us to explore the influence of media literacy on a variety of levels. We discovered a range of attitudes toward advertising content by examining respondents' attitudes toward advertisements, engagement patterns, and perceptions of annoyance. Despite certain instances of stated displeasure, a sizable number of participants had positive attitudes and a willingness to interact with advertisements. This variation demonstrates how media literacy and advertisement receptivity interact.

In addition, a complex relationship between media literacy and public relations was shown by our analysis. While a sizeable majority of respondents showed high levels of trust in PR efforts, participation in such programs varied. This emphasizes the significance of customized communication tactics that connect with people at various degrees of media literacy.

The importance revealed literacy in crisis communication was also revealed by our study. The success of effective crisis communication tactics highlights how media literacy may improve stakeholder participation, trust-building, and information sharing in time of need.

Finally, our study illuminates the complex interactions between media literacy and its effects on public relations and advertising. The various attitudes, levels of involvement, and reactions highlight the necessity for flexible communication tactics that take into account audiences' various levels of media literacy. Understanding the dynamic interplay between media literacy and persuasive communication is more important for efficient information dissemination and engagement as the media landscape continues to change.

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