

Significance of Digital Awareness among Youth in this Digital Era

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Abstract: We live in the digital world where we are surrounded by digital tools that has both benefits and can affect us negatively. It completely depends on us the way we use them. Digital tools includes social media platforms like Instagram, Facebook, Whatsapp etc and job portals like monster, LinkedIn etc. Where LinkedIn can also be used for learning various domains from the comfort of our home and for the research purpose we have Google scholar, Swayam etc. In each and every field we are now totally dependent on these digital tools. During the COVID-19 pandemic digital classrooms have helped in all kinds of fields from universities to Multinational companies.

Keywords: Digital tools, Job portals, digital world, social media, COVID-19 pandemic, multinational companies

1. Introduction

The concept of Digital literacy was first used by Pal glister (1997) in his book. The goal of this research is to find out importance of knowing and understanding the usage of the tools and to know their benefits to this world.

Digital Awareness/Literacy

The term Digital awareness describes the sense of experience, comfortability and proficiency required for basic technology usage. It allows people to use technology more safely as it can pose a risk of mental and psychological problems.

Aviram & Eshet-Alkalai contend that 5 types of literacies are accompanied in the umbrella term that is digital literacy.

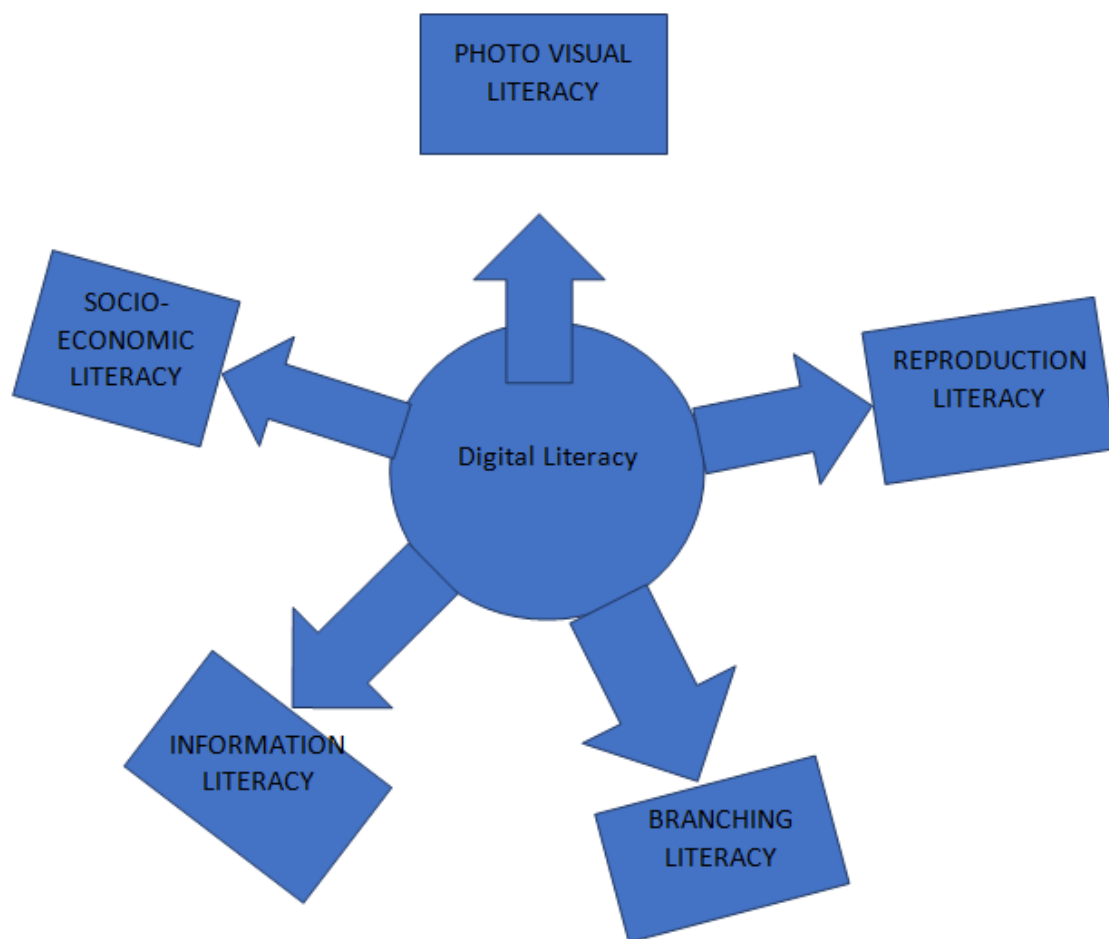


Figure 1: Types of Literacy

According to the research level of digital literacy depend mainly on age and educational level, while the influence

of gender is decreasing. Young people develop familiarity with different kinds of digital resources easily.

1. Photo visual literacy: It is the ability to read and deduce information from visuals
2. Reproduction literacy: It is the ability to reproduce the information or data from existing data to create a new information or to invent the new information
3. Branching literacy: It is the ability to successfully plan and direct in the audiovisual media of digital space
4. Information literacy: It is the ability to access and evaluate the information present on the web.
5. Socio-economic literacy: It is the ability of being present online through socializing and collaborating content.

Benefits of Digital Tools in Various Sectors:

Technology has become omnipresent and an integral part of our lives.

After COVID-19 pandemic all kinds of sectors have increased their dependency on digital tools. They helped education sector, Organisation and even in solving our government issues through online mode.

1) Education and Organizational Benefits:

During the initial stages of COVID-19 first lockdown in early April 2020, around 73 percent of respondents to an ongoing survey felt that they were coping well with stress related to the pandemic and soon till second lockdown it came declining.

Online tools helps:

- Increase collaboration
- Innovate assessment
- Enable learning about information and research
- Transform time frames around learning

Digital tools include wide variety of applications, Websites, and learning platforms that facilitate learning by connecting students, teachers and even parents sometimes. Some of tools are:

- Zoom meeting
- Google classroom
- Academia
- News apps like times of India.
- Scholarly
- Swayam etc.

The above all digital tools can also be used in organizations for conducting online meetings during the time of pandemic. Because of all these tools majority of the firms had allowed “work from home” to avoid medical consequences.

2) Government to Digital Government

Digital government refers to the service delivery within government as well as between government and public using information and communication technology (ICT).

Examples:

- Integrating Digital services with cloud communications
- Improving citizen experience and staff productivity
- Data sharing

Benefits of Digital government:

- Improves convenience
- Promotes transparency
- Saves employees time
- Automates tasks
- Data is easily accessible
- Unifies departments
- Generates revenue

2. Conclusion

Therefore in this era of Digitalization a person without the knowledge of digital world is almost a handicap in his growth. Digital world has both its merits and demerits as well. It is upon the user on how one has to invest their time on screen. Along with social media one has to be aware of educational tools like academia, Grammarly and many more.

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