



Join Us

Advantage - Thank you -

SVEEP

Systematic Voters' Education and Electoral Participation

Systematic Voters' Education and Electoral Participation program based on public is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. Since 2005, have been working towards preparing India's electors and helping them with basic knowledge related to the electoral process.



Promoting local journalism

How?

By spreading news very quickly

Eg: facebook



Election campaign

Votes Awareness

Corruption etc.

Amplifying the voice

tool kit for highlighting issues that affect the interest of people

Reachability

Public official

Grievance redressal more fast.

Eg: Economic Times

Railways received 3000 tweet complaints per month

Eg: official page on FB Twitter



It improving students performance

How?

By giving valuable information and connecting to learning group

Eg: The learners (HeMantra.com)

Establishing Effective communication



Make Education

Affordable

Reachable

Eg: Udemy Coursera Cambridge Harvard



Black Lives Matter

highlighted the problem of Racism in the USA with Blacks.



No Ban No Wall

Travel Ban on immigration in USA. Muslims & Refugees



Indian Govt. is also using platform (Mo Edu)

Eg: PM E-vidhya Better reach and access of E-learning E-patshala (language) Web portal + mobile app

Eg: World Economic Forum

clicktivism has +ve impact on spreading Env. msg and turning people into independent Env. activists.



Mental Health

Eg Harvard study revealed that routine use of social media positively associate with wellbeing and Mental Health.

Connect to Community

Be in Home

No Social Isolation



Environmental Awareness.

Bengaluru water crisis Gulf Coast oil spill.

Thank you -
Harmful



Harmful consequences on Health.

Chronic Social users found in poor Mental health condition.

Anxiety
depression

Why?

People share Best part of their lives



Depression
loneliness
Suicidal thoughts

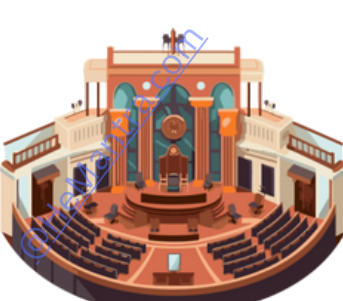
Eg: MIT Research found that Chronic use of Social media leads to 7% increase in depression among student.

unhealthy sleeping pattern among the users.

Too much time on Social media leads

Drop in productivity and Disturb natural biological clock cycle.

Obesity
+
-ve image
↓
lack self confidence
* Youtube Video Simon Shek.



Democracy

RSE REPORTERS WITHOUT BORDERS

They found positive impact of Social media in countries such as Bulgaria, Turkey, Russia

Then what's the problem?

Social Media have conscious and unconscious influence

Freedom of speech without barrier

Disinformation

Misinformation

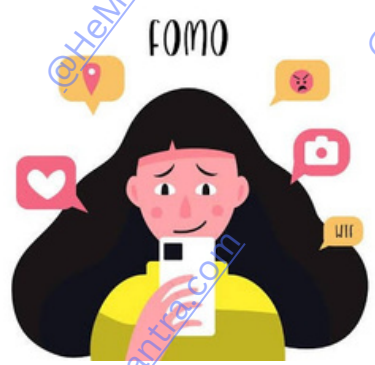
reinforce "confirmation bias"

Polarization of Society and Restrict right to choice.

During US Election "Kamala Harris" -TH

Eg: Study by Nature Foundation

"Digital Media and Democracy" revealed that polarization, populism, and distrust in institution.



Fear of Missing Out



Cyberbullying

Cyberbullying: Kerala woman ends life, male 'friend' booked

Athira's brother-in-law Ashish Das, a Manipal cadre IAS officer, in his Facebook post said that his sister's suicide can no better be termed murder by a cyberbully.



Unrealistic expectation

Eg: Youtuber Millions → Crime

Addiction like alcohol & cigarettes

Disturb time Management

Degrading Societal Values.

Eg: India Got Latent.

ONLINE TROLLING

Solution Thank you -



"Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rule, 2021"

Need to increase media literacy and Educating Critical thinking

Teach to question the authority.

Need to change Algorithm of Social media platform so that one sided Information can be curbed

NO polarization

"Code of Ethics" Journalist need to adhere Ethical Principles of truth seeking

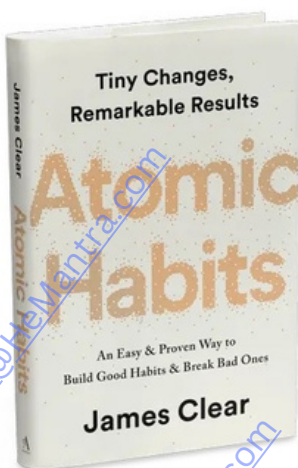
Holding political leaders accountable by high quality investigation.



Curb Disinformation



How to curb the harmful impact?



Move social Apps from Home-screen

Resistance to Access

Time locker

Restrict to check phone constantly

DO NOT DISTURB MODE

While doing productive task

"Take a Break"

"Vipassana"

