

# MIL in New Media Era

By

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# Widely adopted definition of Media Literacy

- Access
- Analysis
- Evaluation
- Content Creation

# Historical Stages of Literacy

- Classic Literacy
- Audiovisual Literacy
- Digital Literacy
- Information Literacy
- New Media Literacy

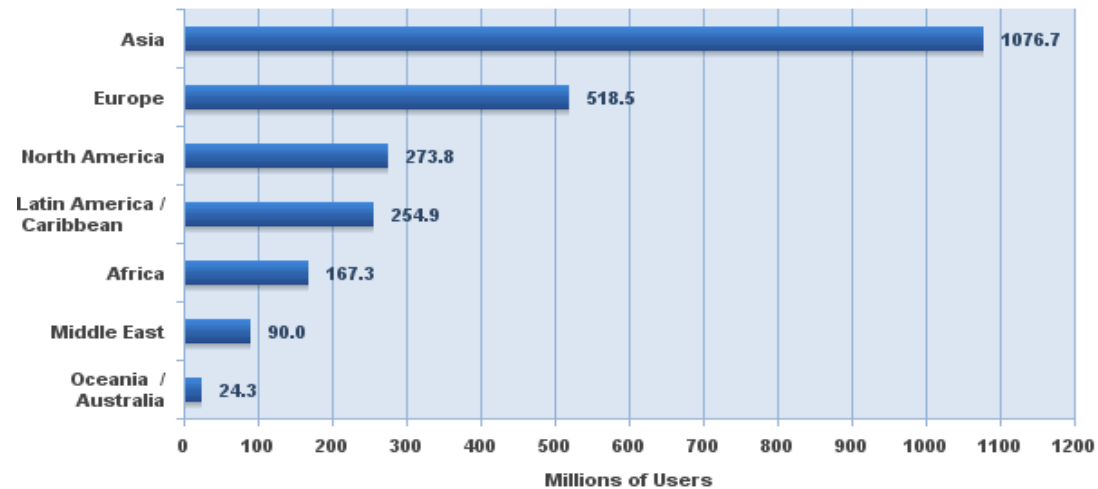
# Internet as a medium

- Computer based technologies
- Hybrid, non-dedicated, flexible character
- Interactive potential
- Private and public functions
- Low degree of regulation
- interconnectedness

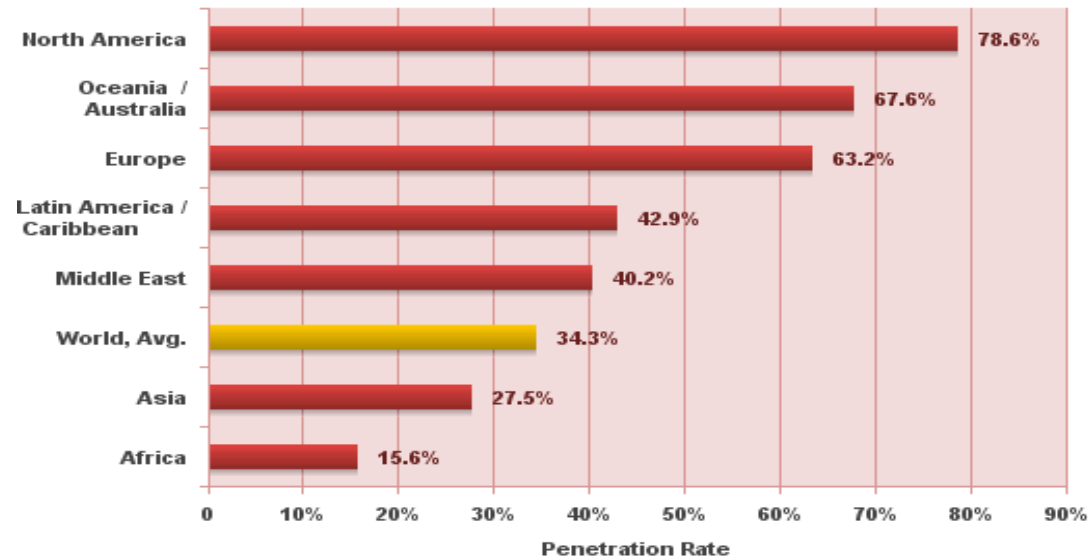
# Characteristics of New Media

- New possibilities for private 'media-making'
- Forged bridges between private and public communication, professional and amateur production
- New kinds of quasi-media
- Communication revolution has shifted the 'balance of power' from the media to the audience
- Traditional media is one directional
- New media is interactive

# Internet Reach – Global Scenario



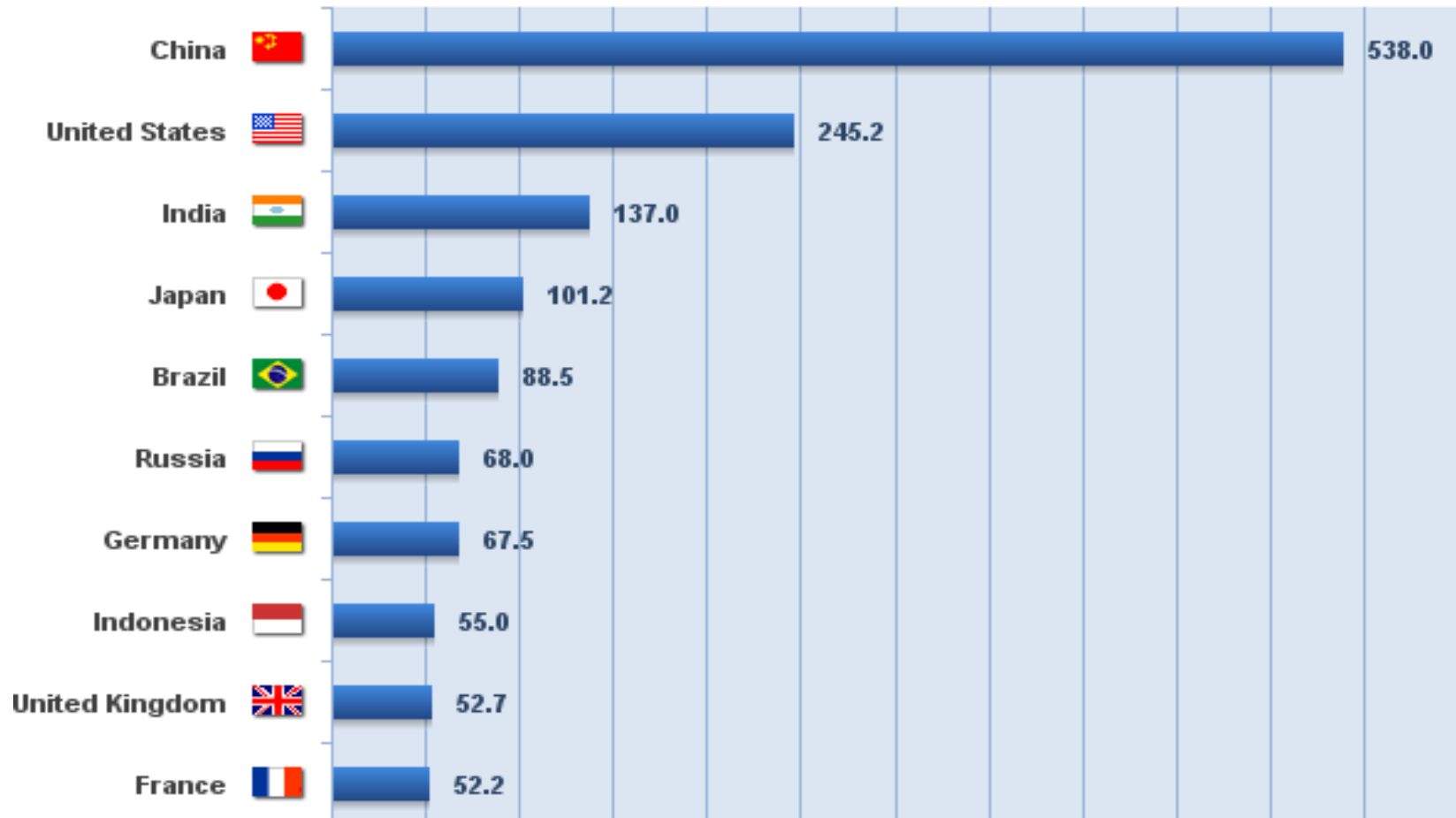
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 2,405,518,376 Internet users estimated for June 30, 2012



Source: Internet World Stats - [www.internetworldststs.com/stats.htm](http://www.internetworldststs.com/stats.htm)  
 Penetration Rates are based on a world population of 7,017,846,922 and 2,405,518,376 estimated Internet users on June 30, 2012.

Source: [internetworldstats.com](http://internetworldstats.com)

# Top 10 Countries with Highest Users



Source: [internetworldstats.com](http://internetworldstats.com)

# Internet in India

## Internet Usage and Population Statistics:

YEAR	Users	Population	% Pen.	Usage Source
1998	1,400,000	1,094,870,677	0.1 %	ITU
1999	2,800,000	1,094,870,677	0.3 %	ITU
2000	5,500,000	1,094,870,677	0.5 %	ITU
2001	7,000,000	1,094,870,677	0.7 %	ITU
2002	16,500,000	1,094,870,677	1.6 %	ITU
2003	22,500,000	1,094,870,677	2.1 %	ITU
2004	39,200,000	1,094,870,677	3.6 %	C.I. Almanac
2005	50,600,000	1,112,225,812	4.5 %	C.I. Almanac
2006	40,000,000	1,112,225,812	3.6 %	IAMAI
2007	42,000,000	1,129,667,528	3.7 %	IWS
2009	81,000,000	1,156,897,766	7.0 %	ITU
2010	100,000,000	1,173,108,018	8.5 %	IWS

## Gross National Income:

GNI per capita is US\$ 1,070 ('08) according to World Bank.

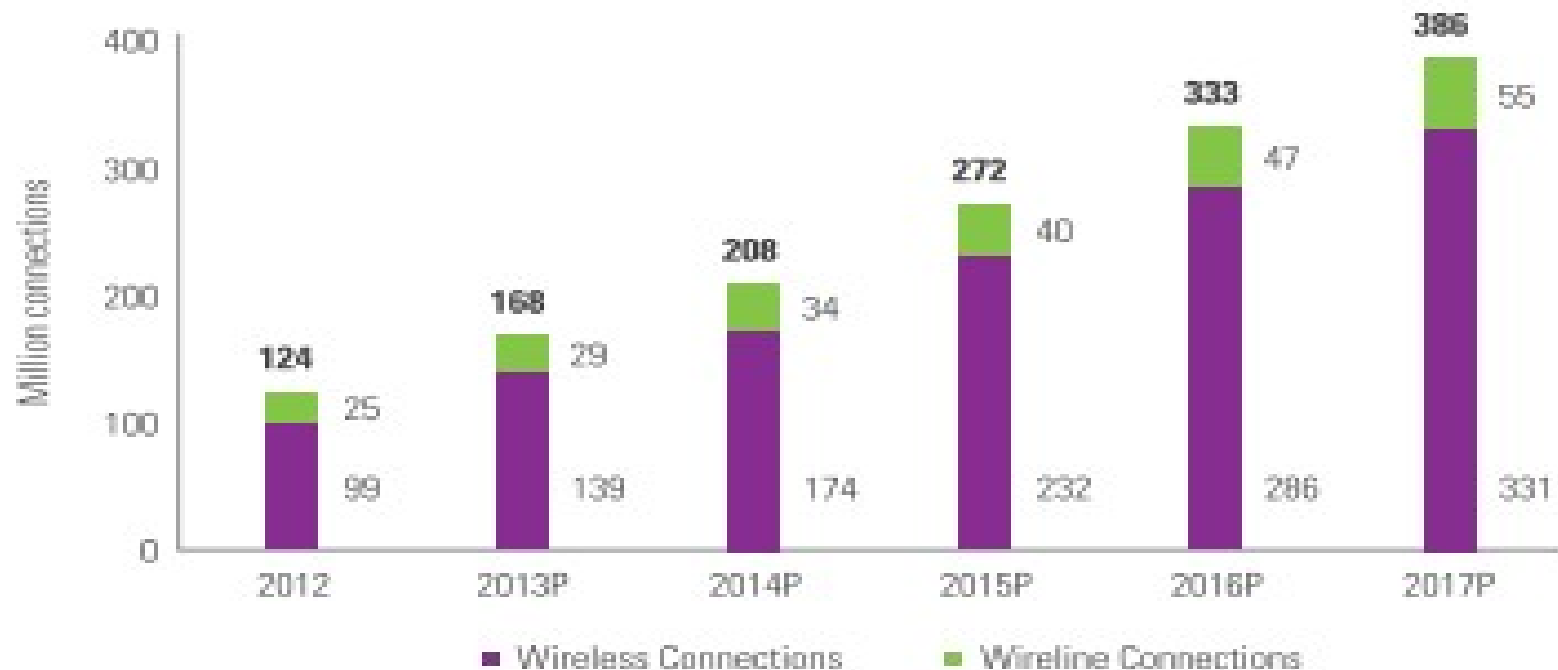
## India Broadband Subscribers:

5,280,600 broadband subscribers as of 1Q/2009 per WMRC.



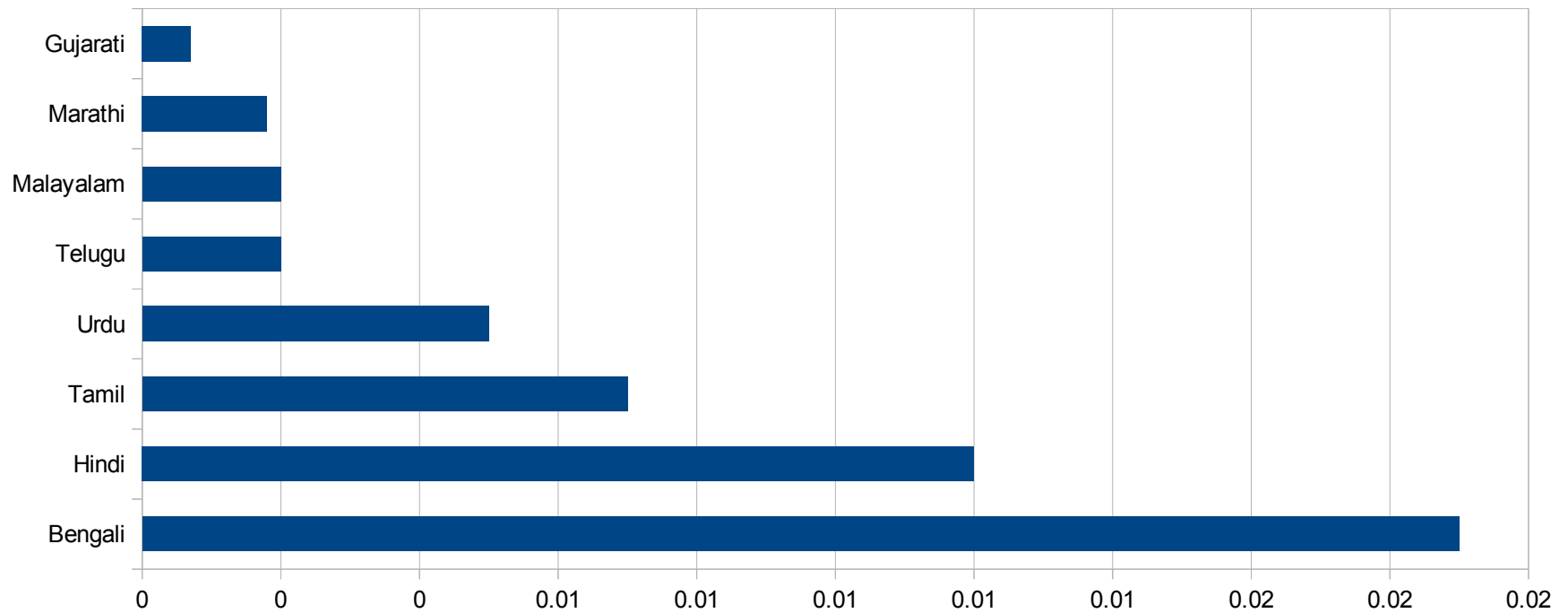
# Internet in India

India - Internet connections, 2012-2017P



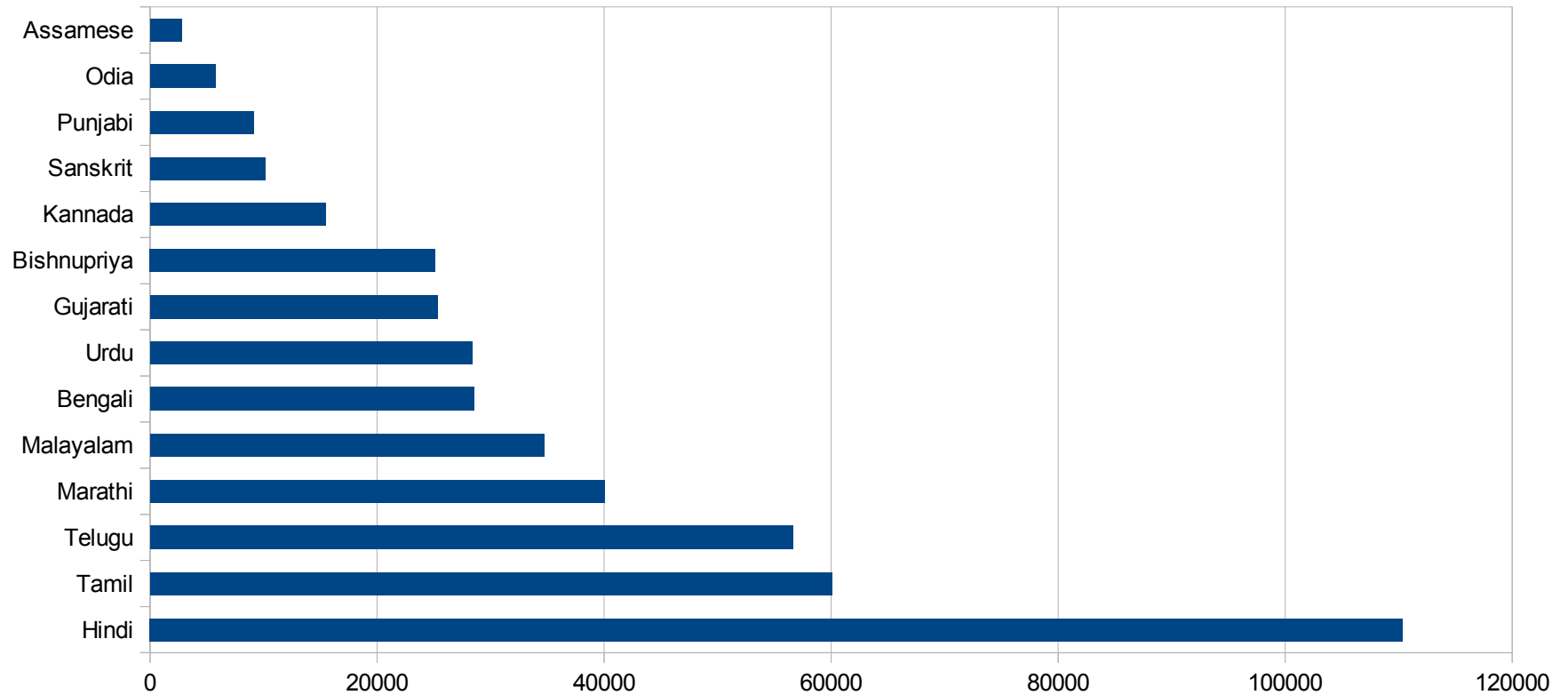
Source: KPMG in India analysis

# Usage of Indian Languages in Online



Source: <http://w3techs.com/>

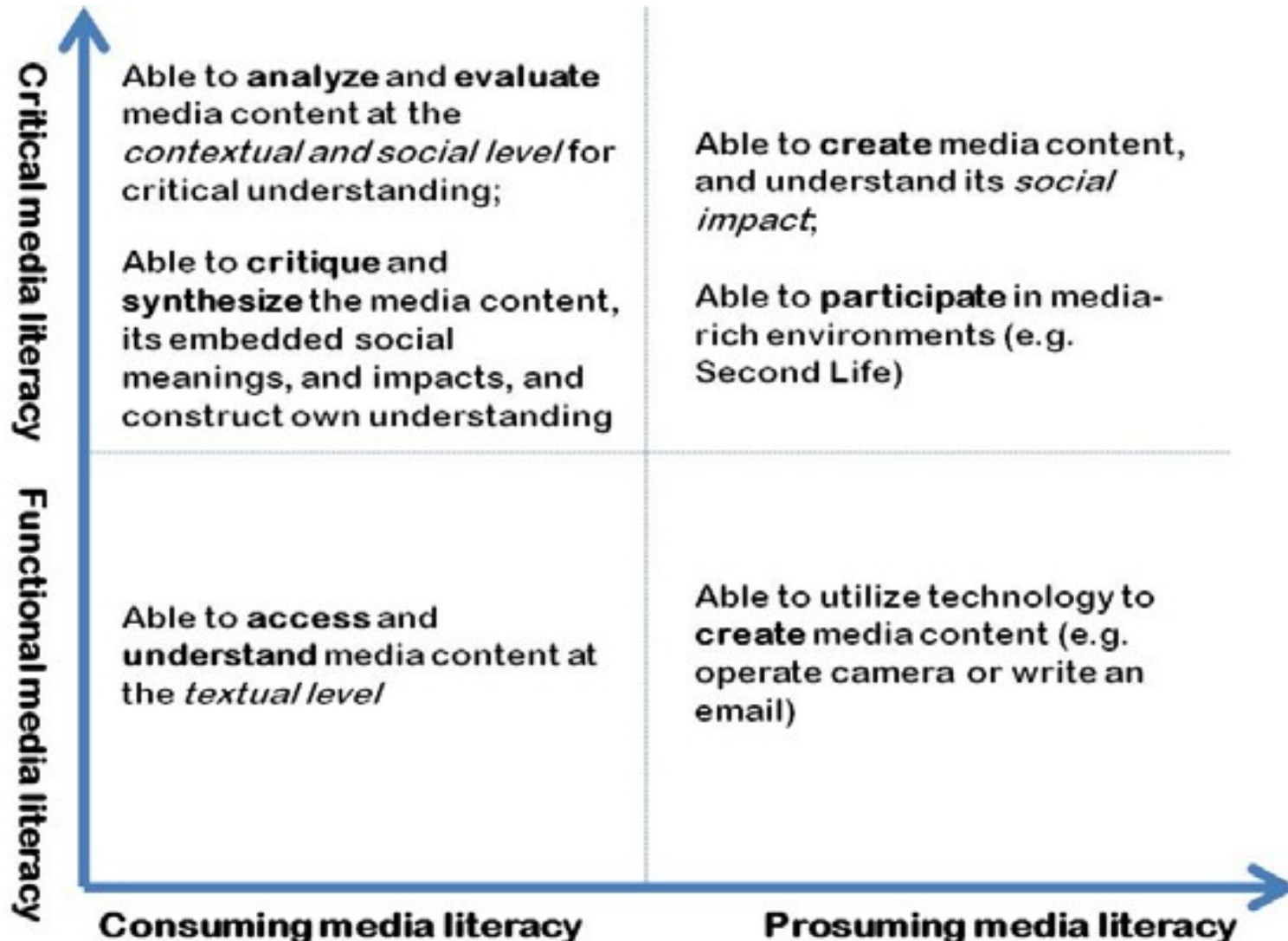
# Indian Language Wikipedia



# Need for NML in India

1. Strong internet penetration noticed in second tier cities and semi-urban areas – 243 million users in India
2. World Bank 2012 statistics shows that 79% of India's total population own or use a mobile device; The total teledensity in India is 76% – urban teledensity is 163% and rural teledensity is just 38%
3. Strong presence of social media in India, Facebook (97 million users) and Twitter (33 million users); India is second nation with highest FB users after US.
4. Falling price of data connection, and increasing level of public wifi hotspots.
5. Young nation, median age is around 27 in India

# Framework for New Media Literacy



# New Media Literacy

The new skills include:

- **Play** — the capacity to experiment with one's surroundings as a form of problem-solving
- **Performance** — the ability to adopt alternative identities for the purpose of improvisation and discovery
- **Simulation** — the ability to interpret and construct dynamic models of real-world processes
- **Appropriation** — the ability to meaningfully sample and remix media content
- **Multitasking** — the ability to scan one's environment and shift focus as needed to salient details.
- **Distributed Cognition** — the ability to interact meaningfully with tools that expand mental capacities
- **Collective Intelligence** — the ability to pool knowledge and compare notes with others toward a common goal

# New Media Literacy

The new skills include:

- **Judgment** — the ability to evaluate the reliability and credibility of different information sources
- **Transmedia Navigation** — the ability to follow the flow of stories and information across multiple modalities
- **Networking** — the ability to search for, synthesize, and disseminate information
- **Negotiation** — the ability to travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms.

# Need for NML in India

1. Access – better connectivity
2. Access – increase of local content in varied languages
3. Content Creation – more exposure / training to language input tools
4. New Media Skills at the primary, secondary and tertiary education level
5. Informational platforms of literacy campaign should address NML adequately
6. Formal short term courses in different Indian languages non-formal education mode.



Thank you