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RESEARCH ARTICLE

IMPROVING DIGITAL LITERACY

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ABSTRACT

This paper is all about the digital literacy and the concept of digital literacy it self. The authors analyzed various forms of information from varied sources that we can access through computer devices. The paper also benefits of Digital literacy, challenges associated with digital literacy, suggestion and conclusion. Today is an era of industrial revolution where we can get all of the information and do anything from the internet. Therefore, we must take advantage of this situation for good. We can know what is good and what is not through digital literacy.

INTRODUCTION

According to Liana Loewus, (2016) Special report on weekducation, justified that, the word "literacy" alone generally refers to reading and writing skills, when you tack on the word "digital" before it, the term encompasses much, much more. She also added that reading and writing are still very much at the heart of digital literacy. But given the new and ever-changing ways we use technology to receive and communicate information, digital literacy also encompasses a broader range of skills—everything from reading on a Kindle to gauging the validity of a website or creating and sharing YouTube videos. Information Communication Technologies (ICTs) refer to hardware, software, networks and media for collection, storage, processing, transmission and presentation of information in the format of voice, data, text and images Shodiyev, (2022). In different parts of the world ICTs are seen to have positively contributed towards human development. Audu, (2013) confirmed that people apply technological gadgets such as computers, phone, tablets, internet etc. to generate, access, manage, store, customize and share information to cater for the demand of their day to day activities. Digital inclusion is critical to social stability and sustainable development. However, digital divide between communities, neighbors, and individuals has been in existence for a quite sometimes Han et al., (2019). Loo and Wang, (2020) examined China's e-development data from 2008–2014. They find that the urban–rural digital gap has widened over the years, even though digital disparities at the provincial level have been drastically decreased. China is recognized as a global digital superpower with the US and ranked top 4 in digital riser ranking of G20 by the World Economic Forum, (2021).

Information and communication technologies (ICT) along with the internet have fueled advancements and growth in banking, transportation, economics, education and most of all in agriculture in the 21st century.

The Concept of Digital Literacy: Digital Literacy is the combination of two worlds, Digital is the symbolic representation of data and literacy refers to the ability to read for knowledge write coherently and think critically about the written world. Today digital literacy is an important topic because technology is changing faster than the change of society. Digital Literacy is simply defined as the skill, knowledge, awareness and understanding of information technology to use the government services provided by the government. It is nothing but skill used in broad range of digital devices like smart-phones, tablets, laptops, desktops and all other related electronic devices to use the services. Digital literacy allows to people to interact and communicate with the world around them. Digital Literacy is about more than just using computers. To become digitally literate, learners need to develop a range of skills. They need to be able to use technology to search for and create content, solve problems and innovate. They need to be able to connect and communicate effectively online, learn, collaborate with peers, and discover and share new information. And while doing all of this, learners need to be able to recognize risk, stay safe online, protect their physical and emotional well being, and practise positive online behaviors. The 21st century citizens are provided with new opportunities that have been created with the advancement of ICT. Hence, individuals need a wide range of abilities, competencies, and digital skills to adapt to the technological era.

In addition, the emerging concept of digital literacy through ICT developments, contribution of digital literacy towards the achievement of sustainable development goals, contribution of ICT towards the development of various sectors particularly the agricultural sector, and the work done in this area of digital literacy are summarized. Information and Communication Technology (ICT) has undergone a significant transformation which has changed the way it is defined in the 21st Century. The term ICT can now be defined as the use of digital technologies to generate, distribute, collect and administer information and communicate in real-time (instant messaging, voice over IP (VOIP) and video conferencing) techterms, (2018) Sarkar, (2019). ICT has become an integral part and an acceptable norm of our livelihood, mainly due to the fact that these modern technologies are playing an important role in improving the quality of living. Some scholars Friemel, (2018). Ghobadi and Ghobadi, (2022). van Deursen and van Dijk, (2019) Venkatesh and Sykes, (2021). have suggested that the high failure rates of projects meant to reduce the digital divide are due to a lack of understanding of different ICT choice behaviors. In fact, the acceptance/adoption of the ICT approach has been identified as a critical issue in improving digital divide in its successful usage.

Benefits of Digital Literacy: Literacy must be fundamentally changed to educate the public. It is also necessary to make a literacy acceleration policy with several stages, namely: (a) Literacy is not limited to reading from reading materials in the form of books, but must go further, namely in the form of digital materials. Literacy is not only a reading and writing activity, but also the skill of assuming the use of knowledge materials in the types of printed books, digital and auditory materials. Understanding of this literacy pattern needs to be given to the community. (2) Provides internet browsing throughout the area. Although now is the era: cyberspace:, but there are many regions in the archipelago that cannot browse computers and the internet, so literacy will be easier. (3) Generating love and belonging to facts, truth and science. This must be done in reading and writing activities that are aligned with verification, both reading digital and manual materials. (4) The public is obliged to renew their lifestyle, starting from the habit of speaking into reading habits. Many people do not have a reading culture because they are busy looking for treasures, do not like to read, and have not found material to read. In fact, they do not even know what quality reading material looks like.

Digital literacy movement in the family: The Goals of the Digital Literacy Movement in the Family, So that children can improve their ability to think actively, creatively and positively by using digital materials at all times, a digital literacy culture in the family needs to be instilled from an early age. This is the goal of strengthening digital literacy in the family. The direction of a father and mother in a wise manner is expected to be able to foster a culture of literacy in the family. In addition, to increase the culture of literacy in the family it is also expected to increase expertise in managing digital media wisely, smartly, smartly and fittingly in building communication between family members in harmony and useful for family desires. However, according to Nasrullah, (2017). the things that digital literacy wants to achieve in a specific family are as follows: (1) It is necessary to increase the type and amount of digital literacy reading material that is owned by a family. (2) Every day add channels to read digital literacy reading materials. (3) Increase the number of digital literacy readings (4) Increase the intensity of the use of digital materials in various family activities (5) Increase the number of digital literacy training that directly touch families.

Strategy for the Family Literacy Movement: The most appropriate way to develop digital literacy in the family starts from the roles of fathers and mothers, because they should be examples of literacy in using digital materials. Both parents are required to create a communicative social environment in the family, especially for their sons and her daughter. Telling each other about the positive uses of digital media that parents can do with their children in building an interaction. Furthermore, conveying the basic lessons given to all family members is a strategy for developing digital literacy in the family.

The Advantages of Digital Literacy

According to Brian Wright (2015), there are several benefits of digital literacy:

Time Savings

If you do digital literacy, you will know a reliable source of information that can be used as a reference for assignments and so on.

Learn Faster

If you want to find data or information it can be done quickly using only electronics and if you do digital literacy, you will know a reliable source of information that can be used as a reference.

Money Savings

We don't need to buy books or anything else. Nowadays, there is a lot of information on the internet.

Always get the latest information

With the internet, information is easier to obtain.

Always connected

With digital technology, we can communicate and stay connected with anyone and anywhere.

Make better decisions

With digital literacy, you know right from wrong so you can make good decisions.

Can get you a job

With digital literacy, you can add a lot of skills so you can get a job. For example, Microsoft word skill, Microsoft excel skill, Microsoft power point skill, editing skill, and so on.

Influencing the world

The dissemination of writing through the right media will contribute to the development and changing dynamics of social life

Digital Literacy in the School Literacy: Movement The school literacy movement was initiated by the Ministry of Education and Culture in 2015. This program is asked to increase the quality of human resources in using a culture of reflective, analytical and critical understanding of information Kemendikbud, (2016). for students, so that To grow enthusiasm in reading, this movement needs to be applied. Expertise in understanding, accessing and using something intelligently using various activities, such as speaking, writing, listening, and reading is the meaning of literacy itself. Educated circles are demanded to be more careful in exploring quality information considering that currently the flow of digital-based information is growing very fast. Digital literacy can be used as cutting-edge learning materials. The use of digital materials is not only lightening, but also brings other authentic ideas about materials digital. As for other uses, namely fostering a fondness for reading outside of subject hours, fostering self-confidence as a good reader, and increasing the use of up-to-date reference sources. In applying digital literacy in the school literacy movement. According to Puspito, (2022). schools are asked to be able to develop literacy habits well, so it is expected to review 3 things as follows: (1) Creating a literacy friendly atmosphere. An effort that can be used is to develop the habit of posting the results of students in all corners of the school area. In order for the school environment to create a comfortable atmosphere, exchanges can be implemented in turn, so that it provides opportunities for all students to become a common concern. (2) Fight for school as a literate academic environment.

Schools can design and carry out literacy movements in schools which include forming school literacy groups. (3) Fighting for a social and effective school environment as a literate communication and interaction figure. The social and affective environment is designed and expanded by giving appreciation to the results of the students' efforts, this is a form of recognition of all student work.

Digital Literacy Movement in Society: The goal of the Digital Literacy Movement in Society Intelligence uses media in the community is highly prioritized. In this era, using digital in the world has become a habit or lifestyle, which is connected to information technology. The spread of digital media causes changes in behavior in society. Information that appears on social media is correct but is not followed by media skills to filter and process data. Digital literacy in society aims to teach people the mastery of technology and communication or internet networks wisely and creatively in finding, assessing, using, and processing information. Digital literacy also has the aim that users have the responsibility of using digital social media and can understand legal aspects that intersect with Law no. 19 of 2016 concerning Electronic Information and Transactions. Things that need to be known include the use of internet networks and useful program programs, the basics of computer operation, trends in the digital world, security and confidentiality systems and entrepreneurship.

Use and application of digital devices in literacy in the digital era is currently very important. Therefore, courses or outreach is needed for all people who have an interest in reading to be able to further develop themselves. In this pandemic, the use of digital media is an important key in the successful implementation of learning online. There is a need for a quick adjustment to the current place of education. In fact, this situation is not easy, but it is our perspective that must be changed. The current situation forces digitization to accelerate. This can help to advance Indonesian society, especially future generations. Encouraging people towards the adoption of technology in the rural communities is an effective means of eradicating digital divide. To understand the urban-rural digital divide and improve inclusion of rural dwellers in the digital economy, the agriculture sector plays a vital economic role in rural development.

SMM refers to "product and service promotion and integrated marketing communications via social media platforms, such as Facebook, Twitter, and Instagram". Since consumers increasingly rely on social media platforms for networking, entertainment, and shopping, more and more marketers consider SMM as a key channel to communicate with their target audience (Han et al., 2021). Many small and medium-size enterprises (SMEs) can develop WeChat marketing in-house with very limited budgets Diener & Špaček, (2011). Conveniently, they are also easier to reach with educational interventions than the general population Cortesi et al., (2020). Facilitating gains in digital skills, benefiting real-world outcomes and providing the means to target digital skills interventions on disadvantaged populations. Attention to young people adds some specific questions to the digital skills agenda – encompassing their particular motivations (such as to pursue creative or communicative opportunities; see Vaikutytė-Paškauskė et al., (2018). or the mediating role of parents and schools in the development of resilience to online risks of harm (O'Neill, 2013). However, notwithstanding governmental and other efforts to embed digital skills and literacies in the school curriculum and promote digital learning at home, it is hard to locate clear expectations or an established evidence base that links children's digital skills with outcomes Livingstone et al., (2008). or evaluates whether expectations are met Bulger and Davison, (2020).

Governance of Government: Introduction of new policies by the government and implementation procedure are being vary state wise it is a big challenge in the country. Many times it is found that different state have different political power that also impact on the implementation of digital literacy policies framed by government. Opposition of the political parties is adversely affects on the progress of the performance of Digital Literacy. There is a need of proper

management structure which would be established the monitoring and implementation of all policies towards the society.

Government need to improve the services available in real time from online and mobile platform, making financial transaction above a threshold, electronic and cashless, leveraging GIS for decision support system.

Infrastructure and Infrastructural Issues: High speed internet facility shall be made available in all local area of gram panchayat in the nation. Mobile phone and bank account of every people shall enable participation in digital and financial space at individual level. Easy availability of service centre to common people at everywhere. Need to strengthen the safe and secure cyber space in the country. Shareable private space on public cloud these are the different information technological issues before the digital literacy.

Digital Empowerment of Society: Digital literacy are require certain skill that individual need to literate in technology. technologies is also important in every sector. Government is also requiring planning to adopt new technology to universal digital literacy. Digital services shall make available in peoples languages.

Financial Facility: Many times it is found that lack of financial requirement for specific activity are not complete at proper time due to that some activities has been went in to deficit. Availability of funds for the require activity at the proper time is very important thing and it is a big challenge in the success of every action willing to be implemented by the administration. Huge financial support is important to establish the require IT infrastructure to achieve the success of digital literacy in country and it is one of the biggest challenge before any government.

Individual Skill, Knowledge and Awareness: Use of digital devices by individual requires specific skill and knowledge. It is very important because individual knowledge and skill boost the confidence towards the digital transaction. Awareness among the individual about the advantages of the digital devices and easy, safe and secure use of services make an impact on the confidence of individual.

Use of Different Cards and NET Banking for digital transaction: Awareness of the digital transactions is found unsatisfactory in the general society. Most countries are trying to transform all the cash transaction to cashless transaction even though public support or this mission is not good due to the lack of confidence to use the card transaction and awareness about the advantages of use of cash less transaction.

Suggestion: For the achievement of successful Digital Literacy in any giving nation government require to make and set up a Strong Central and State Level Policy back up. Efforts require to Establishment of societies in the areas which offer potential for growth and establish the training program to skill development of Digital Literacy. Government requires making the separate financial provision for the Digital Literacy Programmes and their allied sector.

CONCLUSION

The global challenges that includes rapid growth of population, Covid-19 pandemic etc has changed the world, including in the field of education. Social distancing causes education to be held online. There are several teachers and students who are ready because they are used to learning with the help of technology.

But there are many teachers and students, business peoples and farmers who are surprised by this. For this reason, digital literacy needs to be supported as a learning method, which is included in the curriculum system, or at least connected to the teaching and learning system generally. As well as through creative groups and community organizations based on education that can channel ideas, multiply expertise and choose massive movements to be smart in digital skills and literacy.

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