

Sl.	Topic: ROLE OF SOCIAL MEDIA IN THE FACE OF COVID-19 PANDEMIC
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Organizing Committee:**Chief Patron:**

- **Prof. Saket Kushwaha**, Vice Chancellor, Rajiv Gandhi University.

Patrons:

- Prof. Amitava Mitra, Pro Vice Chancellor, Rajiv Gandhi University
- Prof. Tomo Riba, Registrar, Rajiv Gandhi University
- Mr. Himanshu Gupta, IAS, Special Secretary, IPR, Govt. of Arunachal Pradesh
- Prof. Ashan Riddi, Director, Institute of Distance Education, Rajiv Gandhi University
- Prof. Kh. Kabi, Head, Department of Mass Communication, Rajiv Gandhi University

A. Advisory Committee:-

- Dr. David Pertin, Joint Registrar (Academic and Conference), Rajiv Gandhi University
- Dr. Nani Tamang Jose, Joint Registrar (Examination), Rajiv Gandhi University

B. Coordinators:-

- Moyir Riba, Assistant Professor, Institute of Distance Education, Rajiv Gandhi University
- Sunil Koijam, Assistant Professor, Department of Mass Communication, Rajiv Gandhi University

C. Co- Coordinator

- Saurav Mitra, Guest Assistant Professor, Institute of Distance Education, Rajiv Gandhi University

D. Technical Committee

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- Solung Sonam, System Analyst (Computer Centre), Rajiv Gandhi University
- Gyan Rai, Technical Assistant, (Computer Centre), Rajiv Gandhi University

Executive Summary:

Rajiv Gandhi University in partnership with Directorate of Information & Public Relations, Govt. of Arunachal Pradesh organized a two day webinar on “Role of Social Media in the Face of Covid-19 Pandemic” from 26th to 27th June, 2020. It was conducted by Institute of Distance Education, RGU in collaboration with Department of Mass Communication, RGU. More than five hundred applicants from across the country and outside applied for registration, out of which 250 people were selected for participation. The whole session was filled with a plethora of academic as well as media experts. The session went underway with, Himanshu Gupta, IAS, Secretary, Directorate of Information and Public Relation, Govt. of Arunachal Pradesh stressed on the importance of using social media as a tool for the betterment of the society. Prof. K. V. Nagraj who has played an influential role as a senior academician and media educator graced the occasion as the keynote speaker. His chief area of focus was responsible use of social media platform. “Decorum of using” email must become an inherent feature in our daily lives he said. The excessive use of social media and its use of informal lingua franca has probably seeped into our digital culture and impacted the way we write our formal write-ups. He suggested the construction of a proper “cyber-culture” to utilise the potential and reach of social media as a tool for individual evolution which thereby will have a positive impact in our society.

The honourable Vice- Chancellor of Rajiv Gandhi University, Prof. Saket Kushwaha, reiterated the point made by the keynote speaker, on drawing a line between formal and informal communication. He also touched on the most important question that is troubling all of our minds in the current pandemic situation; the question of examination. He gave an example of an imaginary situation in which there is an advertisement of a job vacancy by Arunachal Pradesh Public Service Commission (APPSC). He said that everyone would apply for the post no matter what problems are faced. But we all become lethargic when the same is asked by an academic institution with regards to examination. Most of the participants agreed with what the VC said as they replied with their acknowledgement in the meeting chat box. All participants derived inspiration from one of the participants from Jammu and Kashmir, who travelled 40 km to and fro to find the best connection of 2G network over there, just to listen to the speakers in this webinar.

The technical session began with a detailed and overpowering lecture by Dr. Basil. N. Darlong Deingdoh, Assistant Professor, Dibrugarh University, Assam, India. He shared a lot of informative slides which included tweets from president of United States, Donald Trump. He showed how social media has become the "Disneyland of data". The unethical practices in the social media leads to news which is homogeneous to "news bubble" rather than actual content backed by facts especially during the covid-19 times. This leads to the spread of misinformation and misrepresentation. Picking up on the theme of social media conundrums, he talked about how freedom of speech, truth, facts, fake news etc. are all tenuously balanced on the scale of experience of social media. He called social media experiences highly subjective and how social media can make people adopt someone's personal opinions if he is influential enough. Speaking on fake news he explained how it mimics the stylistics of news and one cannot be cynical about it especially when it is shared by the people one trust. "..the content gets forwarded without any checks further driving misinformation in social sphere," he quoted the lines of Sanika Diwanji from her study article. He was content that at least legislative and judicial mechanisms are taking a note on the rise of misinformation and rumour mongering regarding the recent misinformation going on about Covid-19. He talked on many things like freedom of speech and sedition, laws, gatekeeping etc. revolving around the topic. "Our behaviours on these platforms matters a lot," he stressed.

Ratnadip Chaudhury, NE, Correspondent, NDTV, despite a medical emergency found out time to interact with the audience. He was vocal on the role played by the mobile journalist taking a new shape in COVID-19. During lockdown, the only means to get connected with the world through online mode such as through Zoom, WebEx, Google Meet, etc. Hence, the mobile technology becomes handy covering day-to-day news across the globe. He talked about the challenges of journalists during this time and how MoJo (Mobile Journalism) helps with apps and platforms on social media. He concluded, "Mobile Journalism has helped a lot in terms of keeping us updated during this time."

Responding to a question on the need to update the academic media syllabi, Karma Paljor, Editor in-chief, Eastmojo, the third technical speaker said that the academic syllabus of Media studies in

India was out dated even ten years ago and thus there is a lot of work to be done in this regard especially in the digital age when things are moving at such a fast pace in the pandemic times. He talked on “the decay of traditional media” because of arrival of social media. Thus the role of journalist becomes even greater in this age and time when information is shared with such rapidity. The need of the hour is “investigative and deep dive journalism”, as media gears are easily available to common masses and everyone assumes themselves to be a journalist.

The second technical session on the second day was also marked by huge participation even during the lunch hour. Ranju Dodum, the moderator of the sessions remarked on this facet that he was amazed by the amount of interest that the participants had shown was exemplary. Dr. Ankuran Dutta, Associate Professor, Guwahati University is a well-known face in academia. He said, “information is the oxygen of modern age”. Information has become our basic need all over the globe and we are incapable living without it. He clarified the distinction among misinformation, disinformation and mal-information. This pandemic has reinforced superstitions among the public. He gave the example of misinterpretation during the lockdown when the PM called for lighting of lamps and clapping to encourage the corona warriors. The public took it to another level by creating hullabaloo and chaos, when we needed to be in the safety of our houses. This happens due to dynamic and diversified belief systems in India and social media became a platform which added fuel to the fire of superstition. He mentioned about the difference between information and news. How superstition taken over individual along with infodemic. Social media created barriers for information without any gatekeeping and intervention of editorial leading to increase in misinformation, he added. This webinar created a sense of responsibility an individual need to take before posting and sharing anything in social media. During the session the use of traditional media as an alternative means of spreading information and news when other media creates chaos. “... to sanitize our mind”, is the only way out of this conundrum of infodemics, Prof. Dutta concluded.

"Social media is very prompt and visible", said Tongam Rina. She further added a reporter's job is not to give verdict but a fact checking of news before being printed in the newspaper or other media platforms. “Journalists are neither for the government nor against the government, they are for the people”, she said, in reply to the questions asked by the moderator on whether, she is for the government, against the government or the left. She focused on the fact that journalists need to have character and follow the middle path. Also talking on the role of readers in the current times, she said, “The readers dictate the kind of journalism that will be prevalent in the media”. She talked on the ways to tackle, filter, check and counter the spread of misinformation. Taking up most of the questions that were in the chatbox she patiently replied to all of them.

The technical session ended with an interactive session with DIPRO in-charge Covid-19, Higio Zarnam who interacted with the audience taking up all their questions along with other social media influencers. The Chair, the Pro-Vice Chancellor of RGU, Prof. Amitava Mitra, defined fake media, broadcast media and social media. He also stressed on the need of accountability, responsibility and

authenticity of media. Overall the program ended on a very positive note and judging by the comment and feedback given by the participants sealed on the fact that this program has been a grand success.

Part 1: Preface

1.1. **About Host Institution:**

Rajiv Gandhi University (formerly Arunachal University) is the premier institution for higher education in the state of Arunachal Pradesh of India. It has completed thirty-five years of its existence since then Rajiv Gandhi University has carved a niche for itself in the educational scenario of the country following its selection as a University with potential for excellence by a high level expert committee of University Grants Commission from among universities in India. The University was converted into a Central University with effect from 9th April 2007 as per notification of Ministry of Human Resource Development, Government of India. The University is located at top of the Rono Hills on a picturesque tableland of 302 acres overlooking the river Dikrong. It is 6.5 km away from the National Highway 52-A and 25 km away from Itanagar, the State capital. The campus is linked with the National Highway by a Dikrong bridge. The teaching and research programs of the University are designed with a view to play a positive role in the socio-economic and cultural development of the State.

1.2. **About the Collaborating Agency (if any):**

The office of Directorate of Information, Public Relations and Printings make wide publicity of the plans and programmes of the state government and also highlight the progress achieved in the implementation of these plan and programme. It has been the catalyst agent in regards to decimating the official news such as press releases, messages, news with close focusing on day to day happenings, developments taking place, policies and programmes of the Government. Besides these press coverage of VIP's visit, important day observations in the district is given wide publicity throughout the state by this office. The whole work of the office is carried out under two headings and they are: Publicity, Planning and Program and Field Publicity.

- 1.3. **Background:** Media is a two-way window that plays an extremely pivotal role in its attempt to inform the citizens of every significant detail that a nation goes through. It is assumed and expected that media provides facts not opinions. In democracy media has been given the most important duty of vigilance. It ensures a balanced flow of facts and truth. However, wherever there is existence of power, there remains always a possibility of its misuse. The role of media is to check the misuse of power. But ideology and media have never been separated historically. Media houses have often fallen prey to the ideological superstructures.

In the age of Whatsapp, Facebook, Twitter, Tik-Tok, Youtube and so on, the fixed and stereotypical role of media has undergone a sea change by expanding the horizon of information dissemination. Social Media in the age of 4G internet has empowered the common people to share their

opinions, their views, their reactions etc., on different socio-political and historical issues. Social media has therefore removed the barriers between the public and the personal. This kind of digital percolation into the private affairs of people has distorted the public-personal distinctions. The said binaries don't seem to hold rigid specificities. Social Media transformed the very notion of studio-centric electronic media and print-centric news media by being extremely dialectical in nature. It promises liberation from the ideologically inclined media houses and their construction of facts suiting their respective political and ideological affiliations. At the same time It also holds the possibility of distraction, derangement and misinformation. It liberates because it endows the power of information to the commonest of the common individual. It distracts and deranges because it distorts truths and facts. In social media a piece of misinformation is easily spread. As a result, the question of accountability and ethics becomes the debating point.

We are going through one of the most difficult periods in our history. COVID-19 as a pandemic has threatened us with wide spread contamination. In such a scenario certain group of people with certain political and ideological inclinations, use social media to peddle fake information which can have a snowball effect. One lie recycling over a period of time becomes a fact for many. This constitutes infodemics on social media platform. AS such, social accountability should never be delinked from the scheme of things in social media. It is therefore high time to bring legal parameters onto the social media platform. Any distortion clothed as fact needs to be checked. This webinar intends to investigate and brainstorm the need for legality, accountability and social ethics into social media. Digital freedom and social accountability need to be yoked together in order to promote social cohesion and better and balanced human future. This webinar looks forward to an intense discussion on the tremendous potential of social media as a platform for unheard voices. There have been tremendous positive impacts of movements and news that have originated from the social media. This seminar will make an attempt to assess the social media(s) production and dissemination of information while conforming to the scanner of social ethics.

- 1.4. **Objectives:** The Covid-19 pandemic has been challenging for every aspect of human life. The process of information dissemination has been impacted quite heavily in this situation. The flow of infodemics in social media has been a challenge for everyone. This webinar was organised to assess social media as a source of information dissemination. The discussion was aimed at analysing social media as an alternate media to the conventional media houses. This webinar aimed at enlightening the audience about the ways social media contributes to the creation of misinformation. The plan was also to create awareness among the participants about the ethical use of social media and the various legalities associated with it.
- 1.5. **Expected Outcomes:** The participants after the conclusion of this webinar are expected to act as a catalyst to create awareness among users about the ethical use of social media. It was expected that this webinar made them understand the huge impact that social media news has on the common masses. Social Media has a tremendous potential to contribute to the society, especially in this

pandemic time. It is expected that this webinar has successfully achieved these outcomes.

1.6. **Resource Persons:**

- Prof. K. V. Nagaraj, Senior Academician and Media Educator.
- Dr. Ankuran Dutta, Associate Professor, Department of Communication and Journalism, Gauhati University, Assam
- Dr. Basil. N. Darlong Deingdoh, Assistant Professor, Department of English, Dibrugarh University, Assam
- Ms. Higio Zarnam, DIPRO in-charge Covid-19, Govt. of Arunachal Pradesh
- Mr. Karma Paljor, Editor in Chief, EastMojo, Co- Founder Atvi Infotainment
- Mr. Ratnadip Chaudhury, NE Correspondent, NDTV
- Ms Tongam Rina, Editor, The Arunachal Times

Social Media Influencers:

- Aynam Pangin
- Rajiv Guchi

Moderator

- Ranju Dodum, Journalist, Dawnlit Post

1.7. **Target Population:** Faculties, research scholars of mass communication, Independent Vloggers and Journalists.

1.8. **Budget:** NA

1.9. **Modus Operandi:** Google Meet platform.

Part 2: Session Wise Deliberations

2.1. **Inaugural Session:**

Welcome Address

Prof. Ashan Riddi,
Director, Institute of Distance Education, RGU

*Introduction
to the theme*

Prof. Kh. Kabi,
HOD, Department of Mass Communication

Address by

Himanshu Gupta
IAS, Secretary, IPR, Govt. of Arunachal Pradesh

Address by

Prof. K. V. Nagaraj, *Keynote Speaker*

Address by

Prof. Saket Kushwaha, *Chair*
Vice Chancellor, Rajiv Gandhi University

Vote of Thanks

Sunil Koijam
Coordinator and Assistant Professor, Department of Mass Communication,
RGU

2.2 Technical Session -I

- Lecture 1: Social Media Conundrums: A Layman's Perspective
Dr. Basil. N. Darlong Deingdoh, Assistant Professor, Department of English,
Dibrugarh University, Assam

2.3 Technical Session -II

- Lecture 1: Role of Mobile Journalism in Times of Covid
Ratnadip Chaudhury, NE Correspondent, NDTV

2.4 Technical Session -III

- Lecture 1: Challenges to Conventional Media: Need of Evolving
Karma Paljor, Editor in Chief, EastMojo, Co- Founder Atvi Infotainment

2.5 Technical Session -IV

- Lecture 1: The Resurgence of Superstition as Infodemic During COVID-19 Pandemic
Dr. Ankuran Dutta, Associate Professor, Department of Communication and
Journalism, Gauhati University, Assam

2.6 Technical Session -V

- Lecture 1: Role of Media and Infodemics
Tongam Rina, Editor, The Arunachal Times

2.7 Technical Session- VI

- Video Address Higio Zarnam, DIPRO in-charge Covid-19, Govt. of Arunachal Pradesh
- Video Address Aynnam Pangin, Social Media Influencer
- Video Address Rajiv Guchi, Social Media Influencer
- Discussion Among the Moderator, Tongam Rina and Social Media Influencers

2.8. Panel Discussion: (if any)

2.9. Valedictory Session:

Welcome Address

Moyir Riba,

Assistant Professor, Institute of Distance Education, RGU

Remarks by

Ranju Dodum Moderator

Journalist, Dawnlit Post

Address by

Prof. Amitava Mitra, Chair

Pro-Vice Chancellor, Rajiv Gandhi University

Vote of Thanks

Saurav Mitra

Guest Assistant Professor, IDE, RGU

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Part 3: Major Takeaways

- 3.1. **Academic Context:** The virtual platform may become the new way of communicating knowledge to the academic world. The successful conduct of this program has ensured that the flow of important information is not restricted during the pandemic times. This also opened the gateway to awareness among the students and the academic world about the ethical and accountable use of social media. The webinar has also tried to fulfil a balance of narrative by giving opportunity to the young social media influencers to understand their point of view.
- 3.2. **Research Context:** The webinar drew the attention of the participants to the prospective research areas regarding the problems of flow of information in social media.
- 3.3. **Policy Making and Practice Context.** NA
- 3.4. **Other (if any)**

Part 4: Appendices & Annexure

Annexure 1: Programme Schedule

Annexure 2: List of Participants

Annexure 3: Photographs (if any)

Annexure 4: Media Coverage

Annexure 5: Other (if any)

Reference (if any)



Annexure -1

RAJIV GANDHI UNIVERSITY

(A Central University Established in 2007 by an Act of Parliament of India)
In Collaboration with

DIRECTORATE OF INFORMATION AND PUBLIC RELATION, Govt. of Arunachal Pradesh

**A TWO DAY WEBINAR
ON
THE ROLE OF SOCIAL MEDIA IN THE FACE OF COVID-19 PANDEMIC**

Conducted by

**Institute of Distance Education, RGU
&
Department of Mass Communication, RGU**

AGENDA OF THE INAUGURAL CEREMONY

Date: 26. 06.2020

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|-------------------------------|---|
| 9:30 am to 9:35 am: | Welcome Address by the Prof Ashan Riddi, Director IDE, |
| 9:35 am to 9:40 am: | Intoduction to the theme of the Weinar by Prof. Kh.Kabi,HOD Mass Communication, |
| 9:40 am to 9:45 am: | Address by the Chief Guest, Himanshu Gupta, IAS, Special Secretary IPR, Govt. ArunachaPradesh |
| 9.45 am to 10.30 am: | Keynote Address by Prof. K. V. Nagraj,Senior Academician and Media Educator. |
| 10. 30 am to 10.35 am: | Address by the Chair, Prof. Saket Kushwaha, Honorable VC, Rajiv Gandhi University, Arunachal Pradesh, |
| 10.35 am to 10.40 am: | Vote of Thanks by Sunil Koijam, Coordinator and Assistant Professor , Department of Mass Communication, RGU, |

Programme Schedule				
26.06.2020 (Friday)	10.40 am to 11.40 am	11.40 am to 12.40 pm		
	Dr. Basil. N. Darlong Deingdoh Technical Session I Topic: “Social Media Conundrums: A Layman’s Perspective”	Ratnadip Choudhury Technical Session II Topic: “Role of Mobile Journalism in Times of Covid-19”		
26.06.2020 (Friday)	12 .40 pm to 1.40 pm			
	Karma Paljor Technical Session III Topic: “Challenges to Conventional Media: Need of Evolving”			
27.06.2020 (Saturday)	10 am to 11 am	11 am to 12 noon		
	Dr. Ankuran Dutta Technical Session IV Topic: “The Resurgence of Superstition as Infodemic during COVID-19 Pandemic”	Tongam Rina Technical Session V Topic: “Role of Media and Infodemics”		
27.06.2020 (Saturday)	12 noon to 1 pm (Technical Session VI)			
	12 noon to 12.07 pm (Recorded Address)	12.07 pm to 12.14 pm (Recorded Address)	12.14 pm to 12:21 pm (Recorded Address)	12:21 pm to 1 pm
	Rajiv Guchi (Independent Vlogger)	Aynam Pangin (Social media professional)	Higio Zarnam (DIPRO i/c Covid 19)	Discussion
Moderator: Ranju Dodum Rapporteur: Michi Nunya, Senwarn Sun Goyary, Taniel Nonang, Charu Nipi				

Annexure -2

List of Participants

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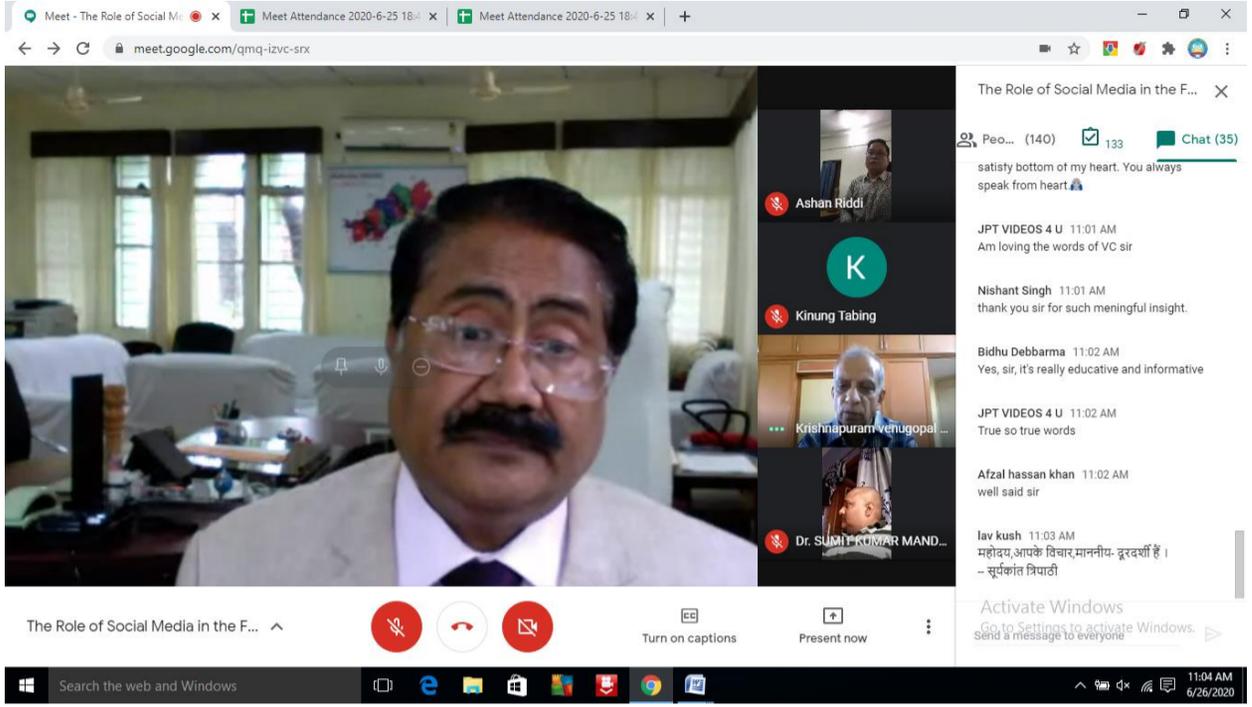
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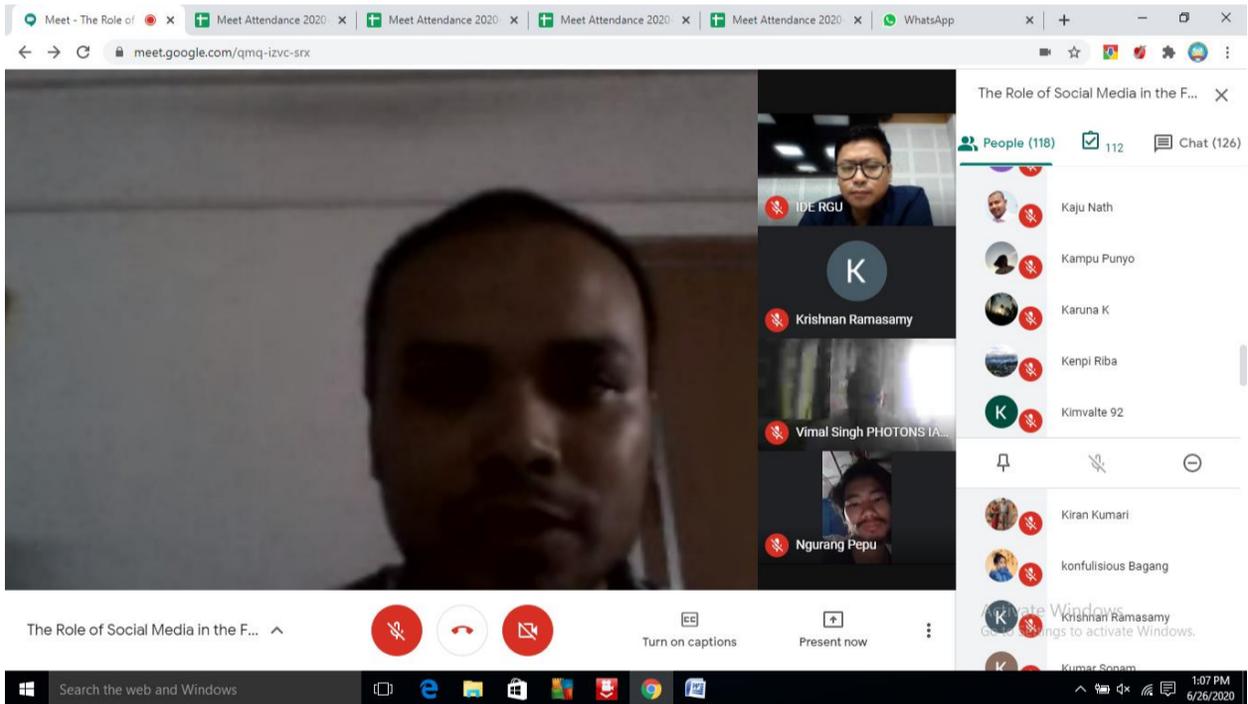
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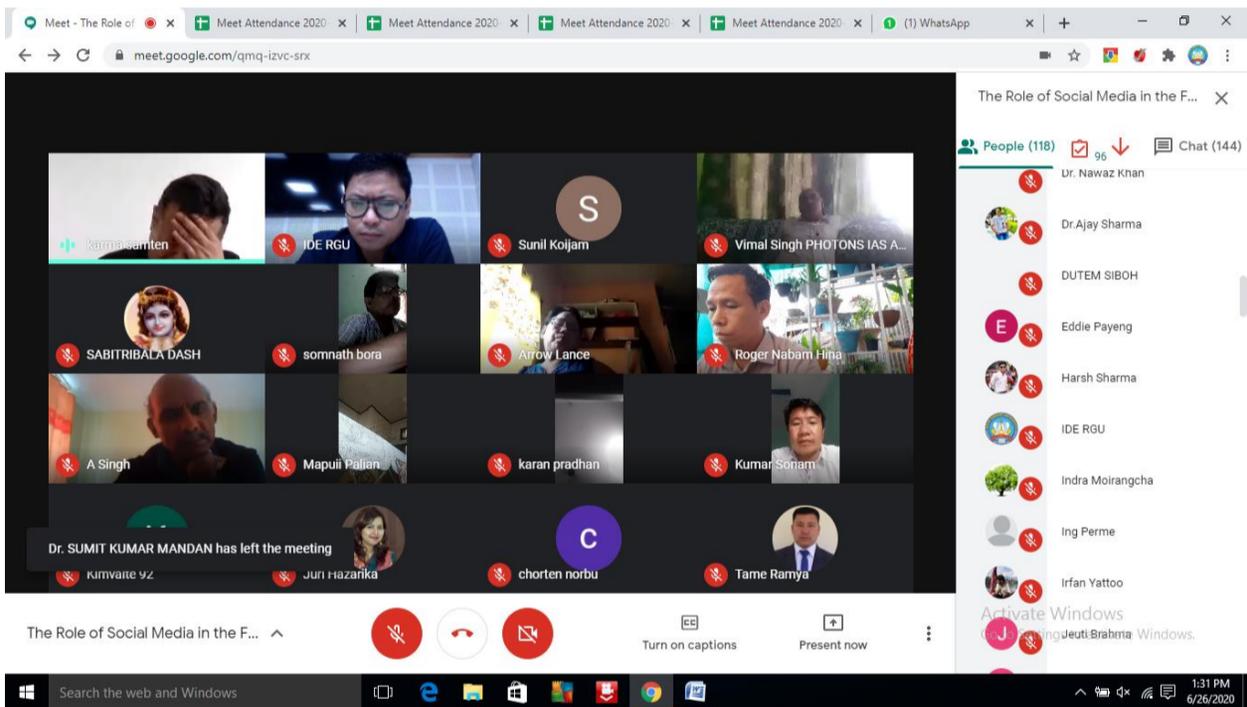
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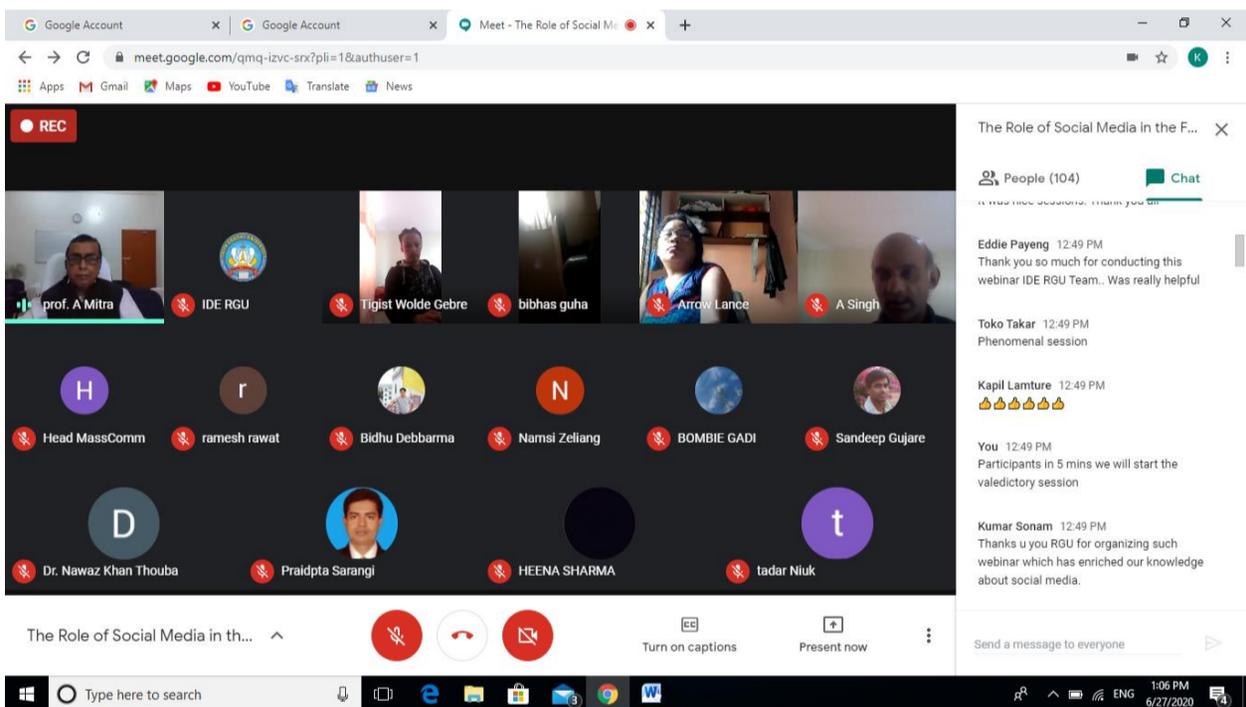
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Prof. Saket Kushwaha, Vice Chancellor, Rajiv Gandhi University







Annexure 4

Media Coverage

The screenshot shows the homepage of 'The Arunachal Times' newspaper. The header is green with the newspaper's name in white. Below the header is a navigation menu with links: STATE NEWS, READERS FORUM, EDITORIAL, RING SIDE VIEW, MONDAY MUSING, SPARK, EPAPER. A banner for 'simplylearn' is visible, advertising a Masters in Data Science program. The main article is titled 'Role of social media in the face of Covid-19: Experts speak' and is dated June 27, 2020. The article text, written by a Staff Reporter, describes a webinar organized by Rajiv Gandhi University's Institute of Distance Education and Mass Communication. The webinar was held on Friday and featured experts, faculty members, and students. The reporter notes that the webinar emphasized the importance of using social media responsibly and avoiding misinformation. A quote from the reporter states: 'Saying that "news is not fake; whatever is fake is not news," Kabi advised applying terms...'. To the right of the article are two green call-to-action boxes. The top one lists three control room numbers for COVID-19 queries: 1. 24x7 state control room: 104/0360-2292777/75/74; 2. State task force control room at DHS: 0360-2350407; 3. MoHFW, GoI 24x7 control room: +91-11-23978046. The bottom box provides information for citizens willing to contribute to the Chief Minister's Relief Fund, listing the account number A/c No - 10940061389 at the State Bank of India, Secretariat Branch, Itanagar. A small 'Network 11 Internet access' icon is visible in the bottom right corner.

The Arunachal Times

STATE NEWS READERS FORUM EDITORIAL RING SIDE VIEW MONDAY MUSING SPARK EPAPER

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State News

Role of social media in the face of Covid-19: Experts speak

June 27, 2020

Staff Reporter

ITANAGAR, Jun 26: A two-day webinar on 'The role of social media in the face of Covid-19 pandemic', organized jointly by Rajiv Gandhi University's (RGU) Institute of Distance Education and mass communication department, began on Friday with experts, faculty members and students participating remotely from their respective devices and locations. In the inaugural session, RGU Mass Communication Head, Kh Kabi highlighted the importance of the webinar "with social media being used and misused in disseminating misinformation regarding the Covid-19 pandemic."

Saying that "news is not fake; whatever is fake is not news," Kabi advised applying terms

CALL THE FOLLOWING NUMBERS WITH ALL QUERIES RELATED TO COVID-19:

1. 24x7 state control room: 104/0360-2292777/75/74
2. State task force control room at DHS: 0360-2350407
3. MoHFW, GoI 24x7 control room: +91-11-23978046

Citizens willing to contribute to the **Chief Minister's Relief Fund** may donate to the following Account Number: **A/c No - 10940061389, State Bank of India, Secretariat Branch, Itanagar.**

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