SOCIAL MEDIA, CYBER RELIGION AND CULTURE

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Abstract

Ultimately, it is crucial that we take measures to protect our inner selves from the overwhelming influence of social media. We need to carve out a space where our own unique voices can be heard, as this is the essence of what it means to be human. By doing so, we can preserve and cherish the unscripted, raw moments of human experience. The purpose of this paper is to explore the complex and potentially harmful impact that social media can have on religion and culture and to shed light on the importance of safeguarding our personal and collective identities in the face of this digital onslaught.

Keywords: Social media, Cyber Religion, Culture, Bitfulness, Digital Quotient

1. SOCIAL MEDIA

Social media was not born out of sickness, hunger, or war. In 1992, there was no compelling reason for its existence, and no one was clamouring for it. Its emergence was neither predicted nor requested. Yet, 30 years later, we find ourselves in its thrall, as if it were as necessary to us as air or water. As humans, we must pause to consider what this says about us. We have undergone a profound change without consciously seeking it or reflecting on whether we truly needed it. We have accepted this change with such ease and indifference that there is no turning back.

Our transformation has been significant, and it is clear that social media has become an integral part of our lives. Its influence is so pervasive that it has penetrated all levels of Maslow's hierarchy of needs, from basic physiological needs to self-actualization. The impact of social media on our ability to interact and transact with the world is as significant as the evolution of the opposable thumb millions of years ago. We have evolved naturally, taking a giant step forward with nonchalance. This is evident in the revised and original diagrams of Maslow's hierarchy of needs.
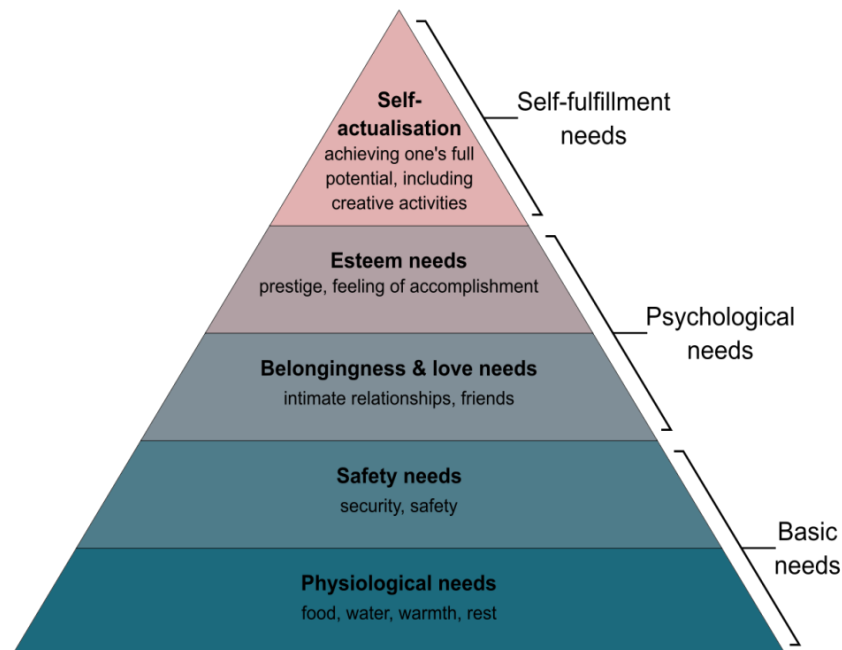
1.1 Old Paradigm of Hierarchy

Figure 1. Old Paradigm
Paradigm shift from old to new hierarchy after the induction of social media

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ज्ञान: अध्ययन: परम्परा

Open Mind
Creativity,
Morality
Recognition
(Self Actualisation
Needs)

Confidence, Achievement, Self
Esteem, Likings , views and
subscribers
(Esteem Needs)

Friendship, Family and Intimacy both Virtual
and Physcal
(Love Needs)

Security of Self, Employment, Resources , Morality, Health
(Safety Needs)

Food, Water, Sleep, breathing, Internet Connection, Internet Stability, Sex
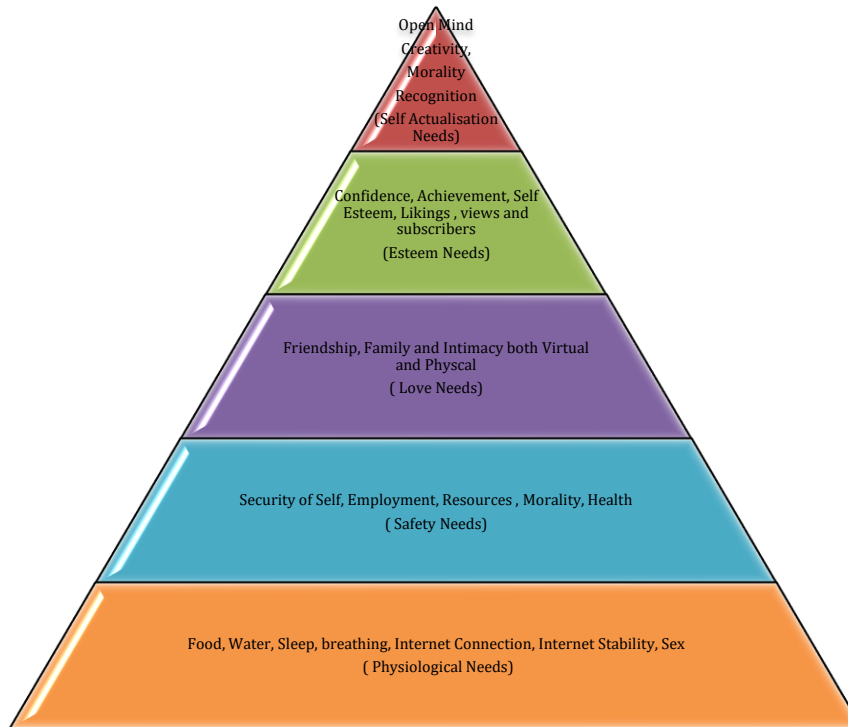(Physiological Needs)

Figure 2 New Paradigm

Over the past three decades, social media has undergone a remarkable transformation from being a mere business tool to becoming an integral part of our lives, almost as important as breathing, food, water, and sleep. It has replaced teachers and become an extension of ourselves. It is now considered a fundamental aspect of our daily functioning, on par with our physiological needs for stability and sex. The UN recognised this by declaring that access to the internet and mobile communication is a basic human right and that disconnecting people from social media is a violation of human rights and international law. We have developed a new kind of dependency on social media, and our culture is largely built around it. While it has been a revolutionary and exciting force, it has also caused a profound disruption to our human lineage.

Social media has become such an essential part of our lives that it is comparable to the act of eating, as we do it almost everywhere—on the go, at our desks, at the kitchen table, and sometimes together with others. It has become as natural to us as breathing. Across the globe, human beings have acquired a new bodily function: the consumption of social media, which is as integral to our lives as other biological functions like respiration, ingestion, and transpiration. The term "consumption" is apt because our behaviour on social media is similar to eating, which is both a physical and emotional experience consumed by our hearts and minds.

Just like people have different eating habits, people have different attitudes towards social media. Some people overindulge, spending hours scrolling through endless content and saving too much in their bookmarks. They share everything with their social circle, regardless of whether it's relevant or not. This overconsumption can have negative consequences, just like overeating anything. Others consume social media in moderation, only when they need to, have to, or want to. Some people are constantly hungry for more and crave to participate, but they are denied access due to financial, geographical, or political barriers. Then there are social media enthusiasts—tech-savvy individuals who enjoy every aspect of social media. They love exploring new sites, especially if it spices up their online experience. These individuals consume a range of content, from the ordinary to the obscure, in a very focused manner.

In the world of social media, there are also top chefs who work closely with social media enthusiasts, often in a symbiotic relationship. These chefs make a living from creating new platforms and inventing new features, constantly pushing the boundaries of what's possible. They bring us apps like Instagram, Pinterest, Snapchat, Facebook, Twitter, Waze, Omegle, Wikipedia, and many others to enjoy. Some of these chefs, like Larry Page, Mark Zuckerberg, and Sergey Brin, have become famous and are considered celebrity chefs. Their opinions about social media carry significant weight, and people, markets, and investors pay close attention to what they say. Together, these two groups—the social media enthusiasts and the top chefs—make up the netterati, the pioneers and providers who sit at the top of the social media ecosystem, defining and governing where, what, and how we consume our social media diets.

Currently, there is a lack of transparency in the production of Internet software. Unlike clothing or food manufacturers, who are required to disclose their entire production process and product journey, we often don't know what we are consuming when we try out something on the internet for the first time. As a result, we

tend to jump in blindly and trust that the software we are using is safe and secure without really knowing what goes on behind the scenes.

The consumption of the Internet through social media is a revolution in itself, akin to what cooking and dietary science have done for our physical health. However, what is interesting is not just the consumption of the internet, but the manner in which we consume it. Similar to how newspapers first collected and disseminated hearsay and gossip, the internet now does the same for every piece of information, whether it is important or unimportant, entertaining or frightening, silly or serious, true or false. The internet has given us access to an overwhelming amount of information, and it is up to us to navigate it effectively and discern what is valuable and what is not.

Our relationship with the internet and social media has led to a revolution in consumption, characterised by fervour and impatience. We are willing to forego personal and social boundaries to access online content, and this behaviour is transforming us in fundamental ways. It represents a new level of capability that has been acquired through a trial-and-error process, often driven by serendipitous discoveries. Our online life is an extension of our pre-internet, analogue existence, and the boundary between these two realms has become blurred. Our behaviour online is no longer just about consuming new content; it is also a performance that reflects our personal style.

In summary, the internet has not introduced us to new foods but rather a new way of eating.

1.3 Major Projected Inventions

Period (Year)	Name of the Major Invention
(c.200,000 BC)	The FOXP2 Gene Permitting Human Speech
(c.150,000 BC)	The Evolution of Language
(c.130,000 BC)	The Invention of Boats
(c.50,000 BC)	Formal Religion
(c.30,000 BC)	Cave Paintings
(c.8000 BC)	Counting
(c.5,000 BC)	Writing
(c.4,000 BC)	The Domestication of the Horse
(c.4,000 BC)	The Formation of Cities
(c.3,500 BC)	The Axel and Wheel
(c.3,000 BC)	Complex Mathematics
(c.2500 BC)	The Paved Road
(c.2400 BC)	Paper Writing (Papyrus Writing)
(c.2300 BC)	Organised Warfare
(c.1250 BC)	Sophisticated Weapons and Tools
(c.27 BC)	Planned, Controlled and Managed Empire
220	Woodblock Printing
1440	The printing press
1609	Newspapers
1712	Commercial steam power
1793	Lithography and Billboards
1837	The Telegraph
1876	The Telephone
1880	Commercial Electricity
1885	The Automobile
1895	Radio
1895	Cinema
1905	Airplane
1927	TV
1948	Reprogrammable Computers
1957	Satellite
1961	Space Travel
1973	Mobile Phones
1990	Search Engine
1997	Google
1997	Social Media

(Table 1: List of Major Inventions)

Indeed, these evolutionary developments have had a profound impact on human society and culture. The progression of human communication through the development of language, writing, the printing press, and

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the internet has enabled us to connect with each other in unprecedented ways, sharing knowledge and ideas across vast distances and time.

The expansion of discovery through innovations in transportation, navigation, and scientific exploration has opened up new frontiers and expanded our understanding of the world around us, leading to new technologies and advancements in medicine, agriculture, and other fields.

The growth of global culture through the spread of art, literature, music, and other forms of creative expression has allowed us to appreciate and learn from diverse cultural perspectives while also fostering a sense of interconnectedness and shared humanity.

However, as with any transformative development, there are also challenges and potential negative consequences to consider. These developments can also lead to the spread of misinformation and fake news, the erosion of privacy and personal connections, and the potential for exploitation and abuse. It is up to us as individuals and as a society to navigate these developments with awareness and responsibility while also embracing the many benefits and opportunities they offer.

2. SOCIALISM SOCIALISING AND BEING SOCIAL

The Internet, or the world wide web, was once seen as a promising tool for global democracy. However, it has become an increasingly monitored and analysed space where individuals' views are often taken at face value without the benefit of physical cues or context. This makes it difficult to fully understand and evaluate the messages being conveyed.

Despite this, there is no denying that the World Wide Web is a powerful platform for freedom of speech, encouraging individuals to take action and make their voices heard. However, the sheer volume of self-published content on social media platforms like Twitter, Facebook, LinkedIn, and Instagram can be overwhelming, with a constant torrent of messages and comments. The release of sensitive information through platforms like WikiLeaks and the publication of personal views of people one has never met are just some examples of the complexities of what is legal to publish and what is not.

Social media has become the largest ungoverned space in the world, and the power now lies in the screens of individuals. The web has created a new class of people—screenagers—who have migrated from their pre-social media lives to a new space that offers social status, identity baggage, and economic opportunities. However, despite its apparent open access, social media is not a technological democracy. It is, in practice, liberal, equitable, and egalitarian, with certain views and opinions receiving more attention than others.

3. CULTURE AND ITS ORIGINATION

Culture pertains to the collective principles, convictions, traditions, practises, and objects that identify a community or institution. It encompasses the outlooks, habits, and interpersonal conduct of the members. It establishes a structure for actions, establishes standards and anticipations, and steers the decision-making process. A robust organisational culture has the potential to generate higher staff satisfaction, motivation, allegiance, and participation, leading to improved efficiency and accomplishment. Additionally, it can draw in and keep exceptional personnel, enhance communication and teamwork, and advance the organisation's standing and image.

The rise of social media has led to a shift in the dominance of traditional political ideologies such as socialism, fascism, conservatism, liberalism, and republicanism. Instead, a new form of widespread and self-created global social media discourse has taken centre stage, often referred to as "Charlie-bit-my-fingerism." Political parties, governments, and opposition groups have all turned to social media as a platform to engage with the public and advance their agendas.

It's not surprising that traditional political messages are met with counter-views on social media, creating a lively and dynamic discourse. While this may seem like a positive sign of a healthy democracy, in reality, it is not true democracy but rather "noisocracy." This is a system in which noise, both real and fake, controlled and uncontrolled, dominates the conversation. Modern democracy is based on government by the eligible people of a country, exercised through elected representatives.

Social media operates differently, as there are no elections and everyone's opinion carries equal weight. Comments attract more comments, and individuals are drawn into the conversation. However, this often leads to an explosion of criticism without personal inquiry or thoughtful consideration. We are trapped in a world of reason-free discourse and continue to suffer from an overload of information on the web.

In exchange for the freedom to navigate the online world, we all relinquish our personal data. Additionally, we recognise our ability to freely express our opinions and make judgements about people, places, and products. While there may be a difference in attitudes among generations, such as teenagers sharing more personal information on social media platforms than before, they are also taking measures, both technical and non-technical, to safeguard their privacy. However, despite these precautions, young social media users do not

appear to be overly concerned about third-party access to their data from entities like businesses, advertisers, or hackers.

The act of sharing personal data has become a natural part of our online behaviour. We no longer question whether or not to do it; it has become a value-neutral aspect of our internet consumption.

The shift from the analogue to the digital world has transformed us from digital emigrants to digital natives, with both individuals and technology playing their respective roles. However, the inevitable outcome is that as our individual autonomy and control over our data increases, we will care less about how and why it is used. In contrast to the analogue model, we will increasingly share more data if it leads to improvements in our lives through personalized editing.

Socialism involves community ownership and control of production and distribution for direct use, rather than individual profit. However, social networks do the opposite, by enabling individuals to promote their own agendas and maximize personal profit, as exemplified by Groupon's approach of using individuals to drive greater profits through discounts. In another implosive shift, social networks may give way to personal networks, leading to yet another change in power dynamics.

Socialism is a set of political and economic theories based on the belief that everyone has an equal right to share a country's wealth and, secondly, that the government should own and control industries.

As I mentioned before, consuming social media has become a new bodily function for humans, particularly for narcissistic screenagers who engage in an atmocracy. We are consuming content personalized to our individual tastes and preferences, free from the judgment of others, and our screens provide us with access to almost any destination we desire.

Currently, 22% of our time is spent on social networking platforms such as Facebook, Instagram, LinkedIn, and Twitter. Additionally, 24% of our time is spent on search engines like Google and YouTube, while 20% is spent on over-the-top (OTT) platforms like Netflix and Amazon Prime.

Communication platforms like WhatsApp, blogs, email, and messaging services account for 19% of our time, and multimedia sites like Spotify make up 5% of our online consumption.

Finally, online shopping takes up 13% of our time, with platforms like Amazon, Flipkart, and Myntra being popular choices.

It is likely that we will experience a social media explosion that may already be underway, leading to a new period of enlightenment. This explosion could lead to radical changes in how we move, interact, behave, and think about various aspects of life such as transport, currency, commerce, healthcare, community, education, reproduction, sex, and recreation. These changes may be so profound that they render the world unrecognizable compared to what we know today, working in a way similar to Ashwatthama surviving without intention or motivation.

4. RELIGION & CYBER RELIGION

I have to say that, throughout the year 2000, all religions around the world have provided ample spiritual solace to many individuals. However, in our present time, there is a prevalent sense of gloom and unease, a decline in moral values and good manners, and a deterioration in our conduct. It is important that we reflect on why these problems exist, and the root cause can be attributed to the human mind's lack of direction and emptiness. This inner emptiness creates a desire to fill it, leading to negative behaviours. Thus, we must consider whether it is our responsibility to engage in cyberdetox, find spiritual guidance, and develop a new dimension of our existence.

The traits of Bhava, or serenity and tranquillity of spirit; Asanga, or detachment; and Ahimsa, or universal love, are what define a truly religious undertaking.

These attributes are also what makes an individual an authentic religious person. An authentic religious person must possess serenity, detachment, and universal love. Merely being religious at a superficial level without embodying these qualities from the core of one's being is inauthentic. True religion is not just a reflex or an archetype, but rather a conscious choice that is deeply integrated into one's being. Inauthenticity in religion is like breathing shallowly without any depth or substance. Therefore, we should strive to embody these qualities with sincerity and not merely as an outward show.

To be truly religious, we must strive to free ourselves from all negative emotions, such as greed, anger, lust, envy, hatred, fear, and ill will. Even towards our enemies, we must learn to view them with a sense of compassion and goodwill, knowing that the divine presence will support all individuals, including those who are currently hostile towards us. This attitude of kindness and forgiveness is a hallmark of true religion.

5. CYBER RELIGION

In cyber religion, there is a dangerous trend towards suspending our rational faculties. This results in a state where we are trapped in a narrow echo chamber of preconceived opinions, which stifles our ability to think independently and critically. This is antithetical to true religion, which encourages individuals to explore their

innermost selves and develop a deeper sense of subjectivity. However, in cyber religion, emotions become attached to digital objects, leading to a discourse that lacks any textual depth or nuance. As a result, even seers or spiritual leaders become objects, robbed of their humanity, and reduced to mere cyphers in a virtual realm. This results in a state of mental constipation where individuals become trapped in a cycle of superficial communication, leading to a pseudo-culture devoid of any real substance. The ultimate result is a loss of voice and agency, which is the opposite of what true religion seeks to achieve.

Cyber religion operates as a destructive force against both human identity and cultural heritage, resulting in a flux of ideas that mimic one another. It creates a sense of false choicelessness, leading to a diminished capacity for communication and dialogue. Instead, what is needed is a new vision that can resonate with human beings and cultures alike. Cyber language has a profound effect on the way we use and understand language, and it has the power to capture the essence of a culture in its entirety. However, the functional and fictional nature of this language can lead to a suspension of our sense of humanity, resulting in a loss of authenticity and depth. To overcome this, we must strive to find ways to use technology and language that honour and celebrate our shared humanity and culture rather than erase it.

To find the true spirit of being and religion, we must look beyond the surface and delve into the hearts of people, discerning their true nature and character. This requires a religious experience that values and promotes tolerance towards others, regardless of their religion or beliefs. By practising austerity, we can cultivate a sense of tolerance, which leads to respect for others and ultimately leads us towards the sacred. This is the essence of true religion for humanity. If we harbor negative emotions such as hatred and ignorance or cling to superstitions, we will only be left with a narrow and limited understanding of our humanity. A truly religious person will radiate joy, light, and compassion for all of humanity, embracing the diverse and complex nature of human existence.

6. CULTURE

As human beings, we possess the ability to shape our own lives and influence the future of our culture. We should not be passive observers of history, but rather active and responsible agents who can create positive change, even in the face of uncertainty and risk. Material power and wealth alone are not enough to sustain a society or civilization and without a strong foundation of culture and wisdom, chaos and anarchy may prevail.

Culture is the core of any individual, society, and humanity, and we must recognize the inherent value of the human spirit and its capacity for wisdom, which is boundless and inexhaustible. While human beings are capable of self-destruction, they cannot be defeated as long as culture and wisdom remain strong. Ultimately, it is culture and wisdom that provide the true strength for any civilization or society to thrive and flourish.

The suffering we experience today is the result of our inability to tolerate our divisions based on religion, caste, language and region. These differences have held us back from progress and it's time for us to develop a global unity. The world is becoming more homogeneous and traditions are disappearing. We need individuals who are intelligent, compassionate, honourable, and full of hope and inspiration. We must have a sense of purpose and the potential to achieve great things with a high destiny. Simply passing resolutions is not enough. All nations must work together to build a civilized society based on peace, friendship, and freedom. Living a life for others is a meaningful way of life, and treating others the way we want to be treated is not only beneficial for individuals but for the entire world.

It is true that human nature is a complex mixture of nobility and baseness, intelligence and folly, and it is up to us to work towards developing our nobler qualities and overcoming our weaknesses. It is important to recognize that the conflict within us is between our conscious purpose and unconscious impulses, and it is essential to strive towards resolving this conflict within ourselves. By doing so, we can overcome negative emotions and increase love and compassion in our lives.

To achieve this, we need to fight the demons within us and work towards developing a new accession of moral energy that will help to shape ourselves, society, and the world into a fairer and more just place. We need to work towards creating a world without folly, where reason and compassion rule over unreason and negativity.

It is important to have a strong faith in our ability to make a positive change in the world and to work towards creating a better future for ourselves and for future generations. We need to be aware of the many roads that lead to mass suicide, and choose the road of nonfictional faith and hope for the future, so that we may survive and thrive as a species.

Religion is the practice that enables us to transform ourselves both as individuals and as a community. Superficial reasoning may lead us to believe that we can eradicate the world's wrongdoings and injustices by mere contemplation. However, the truth is that only a moral and spiritual revolution, founded on the principles of human dignity, can elevate humanity from being just a product of the economy to being an icon of society. The reliance on technology and its organizational structures causes problems like social inequality and segregation, along with the creation of racial and national arrogance.

Religion holds significant relevance in our lives, as it can provide the sustenance necessary to navigate the complex challenges we face as a species. A meaningful religion can offer not only fulfilment but also a sense of enlightenment. To achieve a harmonious existence for humanity, we require a religion that embodies Tagore's vision of a universal faith - a religion that celebrates humanity itself.

In today's world, with the pervasive influence of social media, religion is increasingly being transformed into a form of messianic materialism. Even those who are addicted to social media and other materialistic pursuits do not feel the need for any religious beliefs. Moreover, as our reliance on nature diminishes, our desire for faith is also declining. The rigid dogmas and doctrines associated with traditional religion can also restrict people's thinking and impede their spiritual exploration.

The current social order emphasizes different social requirements than those that have been emphasized by religion in the past. Despite the claims of various religions, they have often endorsed and committed a wide range of atrocities. The structure of religious practice and the prevalence of moral injustice cannot coexist harmoniously.

The rigid, exclusive, and intolerant nature of organized religion has often led to persecution, heresy-hunting, and even religious wars. Such tendencies have sparked malice, hatred, and intolerance among the followers of different religions. It is unnecessary for people to kill each other over perceived differences that are often only superficial in nature.

The decline of religious belief can be attributed to several factors, including the rise of scepticism fostered by social media and cyber-technology, the autocratic nature of religious ideas, and the condemnation of religious attitudes towards social problems. Additionally, the exclusive and intolerant character of religion is incompatible with the emerging world unity. However, religion has the potential to nurture individual and social enlightenment and is a source of grace and glory for humanity.

To remain relevant, religion needs to adopt a liberal attitude, as Gandhi suggested with his famous phrase "sarva dharma sambhava," meaning respect for all religions without undermining one's own faith. Religious practice, whether individual or collective, must be based on solid foundations, or else admit its inadequacies, as societal infatuations can bring crises to religious institutions. We cannot rely solely on the psychologization of dread and anxiety or philosophical despair. Instead, religions must rid themselves of irrationality, reactionary social character, provincialism, and ideological autocracy.

7. THE ART OF BITFULNESS

The Art of Bitfulness is about having a mindful relationship with your technology. We can do this by managing our time, attention, and privacy thoughtfully. Below is a set of tools that could help you on this journey.
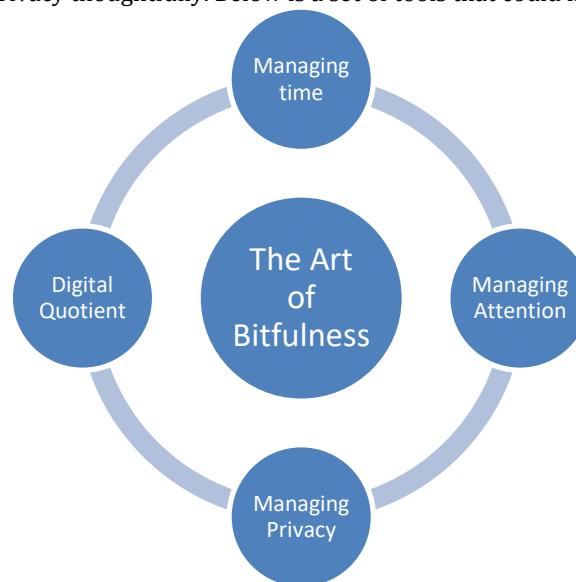

Figure 3 The Model of Bitfulness

7.1 MANAGING TIME
The single biggest problem with our smartphones is how much time we lose to them. The tools below can help change the way we use our devices.

Way	Solution
1. Use note-taking software for	• Evernote (Windows, Mac, Android, iOS, browser extension) • Roam Research (Windows, Mac, Linux) Obsidian (Windows, Mac, Android, iOS,

	thinking		Linux)
		•	Notion (Windows, Mac, Android, iOS)
		•	Google Keep (Android, iOS, Chrome, browser extension)
		•	OneNote (iOS, Windows, Mac, Android, Windows Phone, Apple Watch, browser extension) Simple note (iOS, Android, Windows, Mac, Linux, Linux, browser extension)
2.	Use Bitfulness Meditation to take charge of the moment	•	The amount of information available to us can often overwhelm us. As we try to focus and make good use of our time, the first step is to be able to calm the mind. We recommend journaling in your note- taking software to declutter your mind.
3.	Time blocking	•	Reduce friction in your workflow by designating specific blocks of time for different activities. This helps maintain context and eliminate interruptions. Always block time for your most important tasks first. Treat this time as non-negotiable.
		•	Fill in the remaining time with other tasks, like meetings. You can allot blocks of time for distracting tasks such as checking email or surfing the web. Having done that, try not to do these tasks outside of this time block. Here are some calendar apps that help you time-block quickly and easily.
		•	Google Calendar
		•	Clockify
		•	Skedpal
		•	Plan
		•	Hourstack
		•	TogglTrack
		•	Calendly
4.	Create a Time Budget	•	Even though time is more valuable than money, people pinch pennies but waste hours. Create a time budget so that you have access to high-level awareness of where your time should be going.

Table 2 Managing Time
Source: Nandan Nilkeni & Tanuj Bhojwani (2022) The Art of Bitfulness

7.2 MANAGING ATTENTION

Advanced technological features bring along vast quantities of information. To avoid being overwhelmed by an excess of information, it's important to intelligently direct your attention. Considering that our mental capacity is limited, it's crucial to fill it with meaningful tasks. Below are some strategies and tools to help you allocate your attention wisely.

7.2.1 Split Your Personality

When the surroundings are loud and distracting, it becomes increasingly difficult to concentrate. By utilizing new user accounts, you can establish distinct virtual settings for various types of focus. This can help you maintain your attention and avoid being disrupted by external noise.

1.	Create a new User Account	•	It is easier to make a new user account sparse and clean than to make your current user account less distracting. Here are the steps to create a new user on your device.
		•	On an Android phone: Go to Settings (gear icon) → Users/Users and Accounts → Click the add user button → Sign in to your Google account (you can use a different email for this user profile if you want) → Calls and SMSes are disabled by default-you can change that if you like.
		•	To change, switch back to your main user account. To switch accounts, pull the notification shade down and tap the user icon. You'll see a list of users. Select your main account → Go to Settings → Users → Select the user you just created →→ Tap the gear icon →→ -> Switch on turn on phone calls and SMS.
		•	On an Apple computer: Go to System Preferences → Users and Groups - →If the lock at the bottom left is locked, click to unlock and change your settings → Click the plus sign to add a user → Choose type of user (admin/standard/sharing-only) → Enter a name and password and click 'Create'.
		•	On a Windows XP, 2000, 2003, Vista or Windows 7 PC: Start → Control Panel → User Accounts and Family Safety Add or Remove User Accounts → Create New Account → Choose between Standard, Admin, and Guest→ Log out and log in to toggle between users.

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		• On a Windows 10 PC: Go to Settings → Accounts → Family and Other People → Add someone else to this PC → In the Microsoft Account window that pops up, click 'I don't have this person's sign-in information' On the next page, click 'Add a user without a Microsoft account'→ Type in the login details for your new user, and click 'Next' → You're redirected to the list of users within Settings. • On iOS devices (iPad and iPhone): iOS does not allow for multiple users for legal accountability, traceability and security reasons. However, you could use different email services for each profile. For example, Outlook for work, Gmail for personal communication, iOS Mail app for creative work.

2.	Use a website blocker	• Web browsers are rife with distractions that encourage mindless scrolling. Block these distractions during specific periods of time, or even permanently. Here is a list of browser-based website blockers.
		  • Stay Focused (Chrome)
		  • Leech Block (Chrome, Firefox, Opera, Brave, Vivaldi, Edge) - Browser extension
		  • Limit (Chrome)
		  • WasteNoTime (Safari, Chrome) Pause (Chrome)

3.	Batch your notifications	• To remain mindful about notifications, turn off the non-essential ones. You can also toggle your notification settings so that certain notifications are silent. However, you might end up checking your phone more often to see whether you have missed anything important. One solution is to have your notifications sent to you at specific intervals of time. Here's how to do that. • **iPhones** have an in-built option to schedule notifications. To do this, go to Settings → Notifications → Schedule Summary. Now, select the apps whose notifications you would like to batch → Choose the times at which you would like to receive notification summaries. The default is twice a day; you can tap 'Add Summary' if you'd like more than one. • If you have an Android device, here are some apps that you can use to manage your notifications: • Batch • Daywise • Spren
4.	Use the in-built focus mode	• If your work cannot allow for batching notifications, filter non- essential notifications using your phone's in-built focus mode. Customize this mode to allow specific notifications and block others. • For iPhone users: Go to Settings → Focus. • Apple offers five default focus profiles to choose from: Do not Disturb, Driving, Personal, Sleep, and Work. You can click on each one and take a look at the in-built notification settings. If you're happy with the default profiles, use them. • If not, you can select the + icon on the Focus page to add a new mode. Customize this profile as you wish. You can even automate or schedule when it switches on. For example, you could choose to schedule Sleep mode at 11 pm every night. • For Android users: Go to Settings →Digital Wellbeing. Here[bitfulness.com/focus android] is how to use it.
5.	Block access to distracting apps	• Eliminate disruptive influences by restricting access to apps where you tend to waste time. Here are some apps that help you regulate what you have access to and how much time you spend there. • Freedom (Windows, Mac, iOS and Android) • Forest for gamified focus (iOS, Android) • Cold Turkey Blocker (Windows, Mac) • Self-control (Mac)
6.	Streamline your Home Screen	• Remove distracting apps from your home screen to help yourself get to the work that really matters. Here are some launchers for Android phones that are meant to increase productivity and make it easier for you to focus. • Minimalist Productivity Launcher for Focus & Goals • Ratio Niagara • Lawnchair • Indistractable • Olauncher
7.	Merge your inboxes	• The content from all your inboxes-messages, emails, SMSes-can get overwhelming and lead to a lot of tedious scrolling. One simple solution is to get an all-in-one inbox

	that merges all your textual communication. Here are a few. Don't forget to use the archive and delete options liberally. • Franz (Windows, Mac, Linux) • Rambox (Mac) • All-In-One Messenger (Windows, Mac, Linux) • IM+ (Mac, iOS, Android) • Disa (Android)

Table 3 Managing Attention
Source: Nandan Nilkeni & Tanuj Bhojwani (2022) The Art of Bitfulness

7.3 MANAGING PRIVACY

In today's world, our dependence on technology makes it difficult to completely disconnect and go 'off the grid'. However, we can still take steps to use technology wisely and protect our privacy. Rather than feeling overwhelmed or paranoid, it's important to take some simple steps to safeguard our personal information and prevent identity theft. Here are a few tips that can help protect you against the most common privacy threats and identity theft.

1. Use Password Managers	• Reusing the same password or variations of it is how most security breaches happen. Your passwords should be long, rememberable to you, but unguessable. Skip the hassle of trying to memorize multiple secure passwords by using a password manager. These have in-built password generators that churn out complex passwords. Here are some password manager apps you can use. • LastPass (Windows, Mac, Linux, Chrome, Safari, Firefox, Opera, Edge) • Keeper (Windows, Mac, Linux, Android, Chrome, Safari, Firefox, Opera, Edge) • Avira (Windows, Mac, iOS, Android) • DashLane (Chrome) • Bit warden (Windows, Mac, Linux, iOS, Android, Chrome, Firefox, Safari, Edge)
2. Use a temporary email address	• Email addresses are one of the most requested pieces of information online. You might be filling a form or surfing websites that force you to sign up to gain access to their content. Sharing your actual email address might lead to a flood of unwanted promotional emails. Here's where temporary email addresses come in useful. Since they expire within a set period of time, they make for secure anonymous correspondence and file transfers as well. Here are some websites that provide temporary email service: • https://tempmail.dev/ • https://10minutemail.com/ • https://www.guerrillamail.com/ https://www.throwawaymail.com/en • https://temporarymail.com/
3. Virtual Number	• Keep your personal phone number private by using a virtual number. It's common to have to verify an account login or signup by using your phone number. Giving out your actual phone number might lead to spam or make you vulnerable to security leaks. • Doosra • Receive SMSes-to receive one-time SMSes
4. Get end-to-end encrypted email	• Using an encrypted email service protects you against snooping. Here are some secure email services with whom you can create an account. • Proton Mail (Also has Android and iOS apps) • Tutanota (Also has Android, iOS, Linux, Windows, and Mac apps) • Mail fence • Hush mail • Mailbox
5. List of open DNSes	• DNSes translate readable addresses like 'www.google.com' into a format that computers can process. The translated address is public, making it possible for third parties to log your web activity. Change your DNS into a safe public DNS, the top several of which are listed below: • Google: 8.8.8.8 • Quad9: 9.9.9.9 • OpenDNS Home: 208.67.222.222 • Cloudflare: 1.1.1.1 • Clean Browsing: 185.228.168.9 • Alternate DNS: 76.76.19.19. Ad Guard DNS: 94.140.14.14

		• Go to bitfulness.com/changedns for a step-by-step on how to change your DNS server on your router.
6.	Anti-Malware	• Malware is all kinds of malicious software, including viruses. Malware attacks often hold your computer hostage and steal your passwords and usernames. Anti-malware protects your device from phishing, ransomware and keylogging. See below for some well-known anti-malware. • Malware Bytes • Avast • Comodo • AVG • Spybot
7.	General dos and don'ts	• Don't use public Wi-Fi. • Log out of public computers every time you use them. • Never re-use your passwords. • Be careful of what you post on social media. • Check your privacy settings from time to time.
8.	Extra protection measures	• Use a VPN • Use a secure browser, like Tor. • Pay anonymously and securely (cash, cryptocurrency) Delete your search history and Google activity regularly. • Switch to a secure messaging platform like Signal or Jitsi.

Table 4 Managing Privacy
Source: Nandan Nilkeni & Tanuj Bhojwani (2022) The Art of Bitfulness

8. DIGITAL QUOTIENT

The term "DQ" refers to a comprehensive set of competencies that includes technical, cognitive, meta-cognitive, and socio-emotional skills. These competencies are based on universal moral values and are designed to help individuals navigate the challenges and opportunities of digital life.

The DQ Framework is the result of aggregating over 25 leading frameworks on digital literacy and skills, providing a common language, structure, and taxonomy for digital literacy, skills, and readiness that can be adopted worldwide. The framework has been recognized and endorsed by the Coalition for Digital Intelligence (CDI), which was formed in 2018 by the OECD, IEEE SA, and DQ Institute in partnership with the World Economic Forum. The CDI is committed to promoting digital literacy and skills globally.

Why we need to have digital intelligence.

We neglected infollution – information pollution, or the negative consequences of technological advancements, such as cyberbullying, technology addiction, privacy invasion, child porn, online grooming, and more. While pollution has harmed our earthly environment, infollution has polluted our and our children's minds. We have neglected our duty to carefully consider the impact of infollution, especially on the weak and young.

Global Standard Framework for Digital Literacy, Skills, and Readiness

Digital intelligence (DQ) is a comprehensive set of technical, cognitive, meta-cognitive, and socio-emotional competencies that enable individuals to face the challenges of and adapt to the demands of digital life.
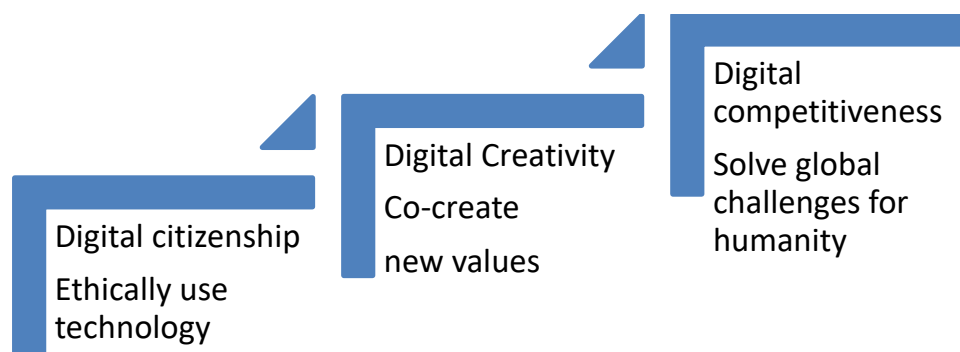
Digital citizenship
Ethically use technology

Digital Creativity
Co-create
new values

Digital competitiveness
Solve global challenges for humanity

Figure 4 Digital Intelligence
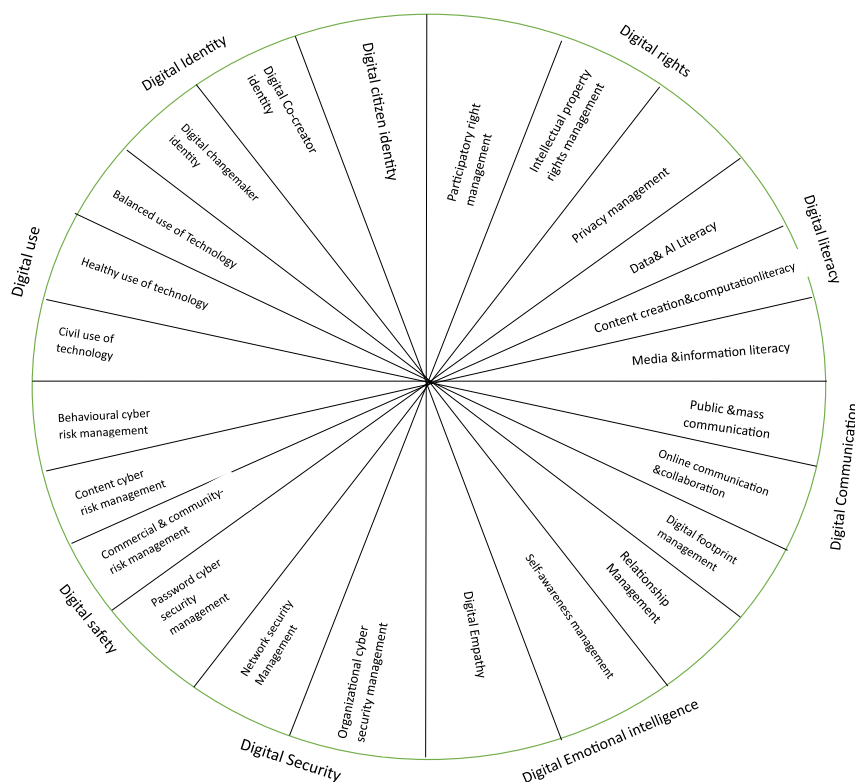**Source : Yuhyan Park(2022), IQ,EQ,DQ New intelligence in AI Age**

Figure 5 Digital Intelligence Wheel
Source : Yuhyan Park(2022), IQ,EQ,DQ New intelligence in AI Age

9. WAY FORWARD

The relationship between technology and humanity can be seen as a means to an end, but as technology becomes more prominent, the pursuit of that end becomes increasingly exclusive. This approach can lead to intellectual ideocracy, which suspends the inner core of life and living. The revolutionary spirit, however, suggests an end that can only be achieved through teamwork and mutual support. This requires us to internalize the spirit of revolution and apply it to our inner lives. The traditional concept of means becomes irrelevant in this context. While the revolution itself may be external, revolutionary friendship still requires self-sacrifice and can create an inner sanctuary and a corridor for humanity to survive.

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