Appraisal of the Influence of Digital Technology in the Practice of Public Relations

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Abstract
The advent of new media of communication has changed the means of sharing ideas, thoughts, knowledge, feelings or disseminating of information tremendously. This study sought to assess the effect of digital technology on current practice of public relations in Nigeria. Exploring the influence of the usage of digital technology in some specific sectors and industries, the study used secondary data sources and adopted Technological Determinism theory to further illuminate the study. The researchers conclude that digital technologies have provided an open arena with limitless accessibility opportunities to public relations practitioners. However, to further enhance the benefits of digital technology in the public relations profession, it recommended that the government cheapen the cost of acquisition of these technologies, while public relations practitioners should engage in enhanced education and training to equip themselves with more knowledge, skills and expertise on their applications in line with global best practices.

Keywords: Digital technology, Public relations, Public relations practice, Social media, Technology application

Introduction

Following the advancement in information and communication technology, the means of sharing and transmitting information, messages, ideas, feelings, interest, opinions and taught have changed drastically as new forms of faster and efficient communication technology emerged. This has led to the increase in the provisions of information and number of media of communication, which refers to as Digital Technology.

Meanwhile, prior to the advent of digital technology, print, radio, television, as well as traditional media of communication were used in the practice of public relations, to relate with the various publics of organisations in both government and non-governmental agencies to disseminate information for their publics' consumption. For instance, Agba (2002) cited in Ezeah (2005) argues that the world today is ruled by an ever-changing information and communication technology revolution. Some people call it information age or computer age. This has reduced the wide world into one small community. This has a great implication for public relations which uses information and communication as its major tools in building bridges of friendship and cooperation among people and across the world frontiers.

Also, in the words of Nkwocha (2004) cited in Ezeah (2005), digital public relations is all about the use of new InfoTech/technologies including wireless telephones, computers, internet, e-mail, etc. to do the work faster, cheaper and more efficiently, especially in the new world of competition, liberation, commercialisation, privatization and globalization.

Similarly, Ezeah (2005) while dwelling on areas technologies can be used also notes that information and communication technologies are now needed and can be applied in all aspects of public relations, corporate identity, product packaging, media relations, corporate social responsibility, crisis management, environmental scanning and issues management. Thus, digital technologies are transformational tools for social engineering applicable to all sectors of human endeavours, especially in the fields of communication like public relations. They have not only revolutionised the practice of public relations, but also completely changed every perception of its roles, functions, utility as well as relevance to the society.

Statement of the Problem
Since the emergency of digital technology, the rate at which it has been adopted and used globally and Nigerians in particular cannot be overstated. Indeed, the rate of its application has increased tremendously. Digital technology is an advanced channel of communication used for transmitting, expressing and interacting among people of the same and different communities, races, ethnics, religious and nationalities globally.

The rate of the use of digital technology in public relations practice by individuals, private and public sectors, politician, as well as governments in Nigeria has tremendously increased. Social media a form of digital technology are used by people for various purposes for information dissemination and communication. It can be used in various sectors like education, health, politics, media, security, social and culture to create avenue for people's debate, discussion, transformation, participation, persuasion, motivation and mobilization.

According to McAllister and Taylor (2007) and Eyrich, Padman and Sweetser (2008) as cited in Inya (2017), public relations practitioners are shifting to social media as the lines between online and offline promotion becomes blurry. However, the level of compliance of PR managers to the social media varies. While many public relations practitioners value the social media, a few of them maximise the advantage they offer to their profession, as Gordon (2010) cited in Inya (2017) puts it. Despite the various advantages and usefulness of the use of digital technologies in public relations practices, some public relations practitioners seemingly are yet to understand how it can help them to improve their professional practices.
It is at against this backdrop that this paper sought to assess the impact of digital technology in contemporary public relations practice. It attempted to highlight the unique attributes, features and potentials of the new media of technologies which make them the toast of contemporary practitioners even in such other fields like advertising, journalism, publishing, film production, political communication, science, education and health. Besides, the paper also examined those distinct attributes of digital media which make current practice of public relations different; all done through qualitative research analysis method.

Objectives of the Study
The study was based on these two objectives:

1. To assess the effect of digital technology on current practice of public relations.
2. To explore the influence of the use of digital technology in some specific sectors and industries.

Literature Review

The Concept of Public Relations

Public relations as a profession uses communication and interaction to create and sustain favourable image and reputation among its strategic stakeholders called publics. In other words, public relations establishes cordial and fruitful relationships between an organization and its publics including employees, customers, suppliers, bankers, creditors, shareholders, community leaders, media, top government officials and agencies (Nwosu, 1996) and (Ezeah, 2005). Public relations uses tools of communication and feedback mechanism.

We can define public relations simply as being guided in our actions and utterances by the biblical injunction of doing unto others as we would have others do unto us. We can also describe public relations as doing and trying to get credit for the good we have done. It can further be described as looking good by building and sustaining good image or goodwill through good deeds that will win favourable considerations for us among members of the public, according to Nwosu and Idemili (1992) as quoted by Ezeah (2005).

The advent of the digital generation has fundamentally transformed the nature of public relations practice into the digital public relations practice. This is the systematic and broad-based application of ICTs in all aspects of modern public relations practice that is computer compliant, computer driven or computer meditated (Nkwocha, 2004:4 cited in Ezeah, 2005). Buttressing further, Ezeah (2005) notes that digital public relations is public relations communication on the cyberspace, the internet and the world wide web (www). It also includes the use of the extranet for effective two-way communications with the various publics of an organisation who have access to the net.

Ezeah (2005) opines that many multi-national corporations, banks, companies, parastatals, government agencies, non-governmental organizations, institutions, etc. have websites and web-pages on the internet. They post their profiles and other data concerning the activities of their organizations on the website. Even news media organizations such as newspapers, magazines and broadcast stations have their websites on the internet. Private individuals and organizations also have web-pages in the net. Information concerning the organizations is made available and could be accessed on the internet by anybody.

Digital Technology: New Entrants at a Time of Need
The new media is a broad term in media studies that emerged in the latter part of the 20th century that refers to on-demand access to content anytime, anywhere on any digital device as well as interactive user feedback, creative participation and community formation around the media content. The new media have engendered the "democratization" of the creation, publishing, distribution and consumption of media content. Most technologies referred to as "new media" are digital easily manipulatable, networkable, dense, compressible and interactive. Flew (2013) cited in Uzochukwu (2018, p. 17) states that "as a result of the evolution of new media technologies, globalization occurs". He states further that globalisation is described as more than expansion of activities beyond the boundaries of nation states. It shortens the distance between people all over the world through the application of electronic communication, as Uzochukwu (2018) further observes.

Uzochukwu (2018, p. 17) cites Shapiro in Croteau and Hoyness (2012) as arguing that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources". With the use of the Internet, the world wide web, Facebook, Twitter, Naijapals, blogs, short message service (SMS), Naija pings, Badoo, pin book, pin share, YouTube, 2go, WhatsApp, smoothie, etc, students and other people have been able to communicate more effectively and efficiently. Indeed, social media have changed the entire world with their numerous benefits including ensuring interactivity among their users. Stressing this point further, Spurgeon (2010) cited in Uzochukwu (2018) notes that interactivity is a major criterion of comparison between "old" mass media and "new" digitally networked media. It is important to note that the more interactive a communication system is, the more flexible the system is in terms of the types of communication and exchange such a system can support.

The new media environment provides possibilities for conversational interaction and participation as well as generating new possibilities. The possibilities, according to Spurgeon (2010) consist of "direct involvement in the selection and distribution of media content, the appropriation and transformation of media content to create new content and the generation and circulation of original content". In the words of Spurgeon (2009), "The Internet is considered the most interactive of all communication media because it is engineered to support all modes of interpersonal, mass and computer-mediated communication" (as cited in Uzochukwu, 2018, p. 18).

Paxson (2010) as cited in Uzochukwu (2018) posits that the new media include internet websites such as MySpace, Facebook, Twitter, Flicker and other social networking or social media, and sharing sites, as well as blogs, video games, virtual worlds, mobile telephones, text messaging devices and Global Positioning System (GPS) devices. He as well cites Abubakar (2011) as stating that social media, which include blogs (political Blog), networks (Facebook, Twitter, etc), video sharing (YouTube) audio sharing (Podcast), mobile sites (2go etc), image or picture sharing (flicker), etc have the capacity of boosting participation because of its openness, conversation nature, connectedness and textual and audio-visual characteristic appeal.

Types of Digital Technology
The various types of digital technologies that have been used on a comprehensive scale and have proved beneficial to the individual and the public at large include, according to Capaldo, Flanagan, and Littrell (2008) as cited by Kapur (2018, p. 10) the following:

Search Engines: Search engines and internet are the valuable tools that play important part in making provision of knowledge and information to the individuals in various ways. In educational institutions and within the organizations, individuals make use of the internet to search for needed information and facilitate their understanding. Individuals in educational institutions often experience difficulties in understanding the concepts; hence, the main advantage of the internet is to provide solutions to the problems and answers to questions. When the instructor gives an assignment to the individuals and they possess limited knowledge, then search engines and internet are regarded as the main tools that enrich the understanding of the individuals (Kapur, 2018).

Technologies used for Special Needs: In special education, there has been the use of technologies to facilitate learning and understanding of academic concepts amongst students with special needs. When applied, these software programmes provide information and skills the students need. These programmes are also advantageous for making the best use of a students' time, as they help in making the best use of their time. Students with special needs, such as hearing impairments, visual impairments, autism, and so forth, need technologies to facilitate their learning. When students experience these problems, it is the job of the instructor to provide them assistance to acquire understanding of the concepts. To accomplish this

purpose, it is vital for the instructors to possess adequate knowledge regarding the concepts and how to make use of technologies (Kapur, 2018).

Digital Camera: The main purpose of digital camera is to take pictures. Individuals make use of digital cameras for taking pictures of locations, objects, articles, other individuals and so forth. In educational institutions and organizations, digital cameras are also considered as effective type of digital technology. Individuals take pictures of field trips, places, activities, experiments, meetings, presentations, seminars, conferences and so forth. When initiating magazines of past events, it is important to display pictures within them. Pictures are made use of to write books, articles, practice writing skills and to teach sequencing and vocabulary. Pictures, as well, assist the generation of meaningful and important strategies for learning and communicating (Kapur, 2018).

Microsoft Office: Microsoft office is an operating system used to prepare articles, reports, assignments and projects. In this case, Microsoft word is used to prepare any type of writing assignments, such as articles, research papers, reports or projects. Microsoft Power-Point is used to prepare presentations and Microsoft Excel is used to prepare spreadsheets. The knowledge of Microsoft office in most cases, individuals begin to acquire when they get enrolled in junior school. At the school level, individuals can learn in a more effective manner, how they can make use of computers and Microsoft office to prepare their assignments. In higher educational institutions and within organizations, individuals can make more enhanced use of it to carry out their duties in an efficient manner (Kapur, 2018).

Smartphones and Mobile Phones: Smartphones and mobile phones are presently useful in numerous ways. The first and the foremost function of these devices are to communicate with the other individuals, located nearby as well as at a distance. The individuals can communicate with each other through verbal conversation as well as through written texts and messages. They can use these devices to search for information as well as for leisure and recreational purposes. Another important benefit of these devices is to carry out other day to day functions such as paying of bills, purchasing groceries and other items, and so forth. They are also used as cameras for taking pictures and moving from one place to another using their maps (Kapur, 2018).

Massive Open Online Courses (MOOCs): There have been changes and transformations coming about in the world of education through the introduction of MOOCs. These are educational courses accessed by the participants through online means, especially through the use of personnel computers. These can be followed by many students simultaneously. Internet is used for open education around for accessing courses that are available free of charge. The technology is still in an investigation phase and a basic MOOC model has not yet been recognized although the MOOC model has evolved to some extent with x and c MOOCs being produced (Ten Technologies which would change Our Lives, 2015, (Kapur, 2018).

Virtual Currencies (Bitcoin): Virtual currencies such as Bitcoin are contributing in the expansion of the frontiers of digital economy. Virtual currencies have gained attention of individuals to a large extent and this significant technology has made provision of opportunities for policy making. A virtual currency, such as Bitcoin relies instead upon records of communications and businesses to be noted in an anonymous online ledger known as block-chain. This averts double spending of Bitcoins and eliminates the need for third party substantiation of transactions, a function usually performed by financial institutions, such as banks (Ten Technologies which would change Our Lives, 2015 cited at Kapur, 2018).

Smart Home Technologies: The Internet of Things (IoT) defines the increased level of connectivity between digital devices within the society, for example smart phones and televisions. These devices and technologies are used in number of homes throughout the world. Smart homes are practical application of the IoT in the buildings that individuals reside in. Smart Homes consist of several electrical devices that are involved in interconnections with each other via an internal network that is also connected to the Internet.

Such a house of the future would be built around an intellectual observing and control system that makes provision for the user with larger flexibility in the management of their daily energy and water consumption. Smart homes are usually equipped with multimedia systems that can provide personalised content in each room (Ten Technologies which would change Our Lives, 2015 cited at Kapur, 2018).

Social Media
Social media as a form of digital technology are means of sharing, relating, connecting, interacting as well as disseminating of information and messages on issues and activities concerning individuals, groups, communities and countries at large with one another through the uses of different social media platforms such as Facebook, WhatsApp, YouTube, Twitter, Instagram, LinkedIn, Blogs e.t.c. using devices like PCs, laptops, tablets, iPad, iPhone, etc as access with the help of internet connectivity.

Social media are defined and explained in elaborate details by various scholars and authors. An instance is Kaplan and Haenlein in Solo-Anaeto and Jacobs (2015:40) cited by Khalid and Chowdhury, (2018). Representation of intangible cultural heritage of Bangladesh through social media, Anatolia, 29(2), 194-203 defines social media as "a group of internet-based applications that build on the ideology and technological foundations of web 2.0, and that gave room for the creation and exchange of user-generated contents" (ijhssnet.com).

Jacka and Scott cited in Madueke, Nwosu, Ogbonnaya and Anumadu (2017) contend that it can be said that social media is a set of webs used broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumer of content to publishers. While *Oxford Dictionary* (2011) cited in Madueke, *et al,* (2017) defines social media as website and application word for social networking. Social networking means the use of dedicated website and application to communicate with other users or to find people with similar interests. According to Dewing (2012) "the term social media refers to the wide range of internet based and mobile services that allow users to participate in online exchange, contribution or join online communities" (cited in Madueke, *et al*, 2017, p. 50).

NiRA (2016) states that "Social media can be defined as the facilities and tools that reduce the world to a global village; websites and applications that enable users to create, share contents and participate in social networking. Social media platform provide opportunities for users to create online communities to share ideas, information, personal messages, etc. Some of the social media applications include Facebook, Instagram, You-tube, MySpace, Twitter, Skype, Zoom, Microsoft Team, LinkedIn, etc. Youths are predominantly the users of the Internet for social interaction. These are the people who cannot imagine life without the Internet, the group seeking for ways to connect virtually to everyone in the world. With over half of the Nigerian population under 30 years of age, they are the ones more frequent on the Internet. We must harness the creativeness of the youth for the economic growth of Nigeria".

It is imperative to concede to the fact that social media are "fast becoming the default internet mode of interaction, communication and collaboration. According to Abubakar (2011) cited in Uzochukwu (2018), social media are both internet and mobile based apparatuses that allow people to easily share and discuss information. Thus, the role of the different social media platforms in enhancing socio-cultural, economic, political and technological development of any nation as well as its citizenry can never be overemphasized. More importantly, social media are used to promote scholarship by youths in institutions of higher learning across the globe (Uzochukwu 2018).

Theoretical Framework
Technological determinism is a reductionist theory that aims to provide a causative link between technology and the nature of the society. It tries to explain as to whom or what could have a controlling power in human affairs. The theory questions the degree to which human thought or action is influenced by technological factors (Communication Theory 2016 cited in Asemah, Nwammuo and Nkwam-Uwaoma, 2017).

The term 'technological determinism' was coined by Thorstein Veblen (1857-1929) and this theory revolves around the proposition that technology in any given society defines its nature. Technology is viewed as the driving force of culture in a society and it determines its course of history.

Karl Marx believed that technological progress led to newer ways of production in a society, and this ultimately influenced the cultural, political and economic aspects of a society, thereby inevitably changing society itself. He explained this statement with the example of how a feudal society that used a hand mill slowly changed into an industrial capitalist society with the introduction of the steam mill (Communication Theory 2016 cited in Asemah, *et al,* 2017).

Winner's Hypotheses
Langdon Winner provided two hypotheses for this theory: The technology of a given society is a fundamental influencer of the various ways in which a society exists and that changes in technology are the primary and most important source that leads to change in the society. (Communication Theory 2016 cited in Asemah, *et al*, 2017). An offshoot of the above hypotheses which is not as extreme is the belief that technology influences the various choices that we make and therefore, a changed society can be traced back changed technologies (Communication Theory 2016 cited in Asemah, *et al,* 2017).

Technological determinism manifests itself at various levels. Initially it starts with the introduction of newer technologies and introduces various changes and at times these changes can also lead to a loss of existing knowledge as well. For example, the introduction of newer agricultural tools and methods has seen the gradual loss of knowledge of traditional means of farming. Therefore, technology is also influencing the level of knowledge in a society (Communication Theory 2016 cited in Asemah, *et al,* 2017).

Therefore, this theoretical framework is related to this study as it was observed by Marshall McLuhan in 1964 that technology would determine how things are done, not only in media, but generally. For one, years after McLuhan's view, public relations is effective using technology in carrying out their functions through both analogue and digitally.

Research Methodology
To source data for the study, qualitative/descriptive analysis was relied on. It provided the relevant and contemporary literature for the illumination of the study.

Areas of Application and Benefits of Digital Technology in the Field of Public Relations
The transformational influence of the entrant of digital technologies and the social media in particular is very obvious. It has more than any other thing changed the entire scenario to the better to a level the practice of public relations can never be the same again. Adventpr (2021, p. 1) is of the same view when it states that:

> With a global user ship in the billions, social media has become one of the fastest growing industries in the world. While it has touched just about every industry under the sun in some capacity, it has had a huge - and arguably more pointed - impact on the public relations industry, creating new opportunities and challenges for brands. It allows brands and consumers to engage across a variety of channels in real-time, which has led to an increased demand for brands to address consumer inquiries quickly and effectively. Social media has also led to the emergence of powerful digital influencers for brands to reach out to and work with.

It further observes that "With the advancement in digital technology, it has become the backbone of every industry. Social media has also evolved from a networking tool to a marketing function. It has become as much compulsory as tool for businesses embracing smart technology to become, well, smarter. From

changing the way people consume their news to contributing to the rise of the citizen journalist, social media has forced public relations and reporters to adapt or perish".

The specific areas public relations impacted on the practice of public relations, according top Adventpr (2021) include:

Wide Reach: Social media is immediate and noisy. Roughly 6,000 tweets are shared per second on Twitter. While that makes social media a highly effective tool for communicating breaking news coverage, it also means the lifespan of a news story is much shorter than it used to be. This means that journalists are constantly searching for the next big thing and public relations must keep up…However, through the power to broadcast a story farther than ever before, sharing, an article in a small local publication…may go viral online, spreading globally and becoming the next big story.

Crisis communications has become even more important: Other than scheduling media interviews and pitching stories, public relations professionals are now responsible for managing brand voices and protecting the organization's online reputation via the publication and promotion of additional contents, community engagements, media monitoring and measurement.

Increased access to journalists: Social media helps public relations pros get closer to reporters. By following a journalist on social media, public relations pros can learn about a reporter's tone of voice, opinions on relevant topics and recent work.

Public relations pros find themselves in the customer-service trenches: Social media interactions happen in real time. This means that social media users expect an immediate response from brands when they have a concern, complaint or question. While securing media placements for their client or company, public relations practitioners have to become much more customer-focused. Building brand community on social media is now just as important as arranging an interview for a CEO; depending on one's industry, it might be even more influential than traditional media coverage.

Emergence of a new public relations phenomenon: influencers: Social media has brought about a new type of citizen journalist: the influencer. Influencers are considered one of the best ways to attract new customers to a brand. More than ever, these social media influencers with high follower counts could mean big opportunities for public relations professionals and the brands they represent.

Makes public relations affordable for small businesses: Today, even small businesses can afford to hire a college student studying communications, journalism or public relations to manage their online presence. This makes public relations affordable to the businesses that need it, and who cannot afford more professional and experienced public relations assistance.

Integrated public relations: Marketing experts jumped on the social media before public relations experts caught up and incorporated it into a good public relations strategy. As a result, to work with social media marketing, public relations experts must integrate marketing concepts and practices with public relations strategy to achieve results. This integration can also cause a company with separate public relations and marketing teams to butt heads over control for social media.

Encourage customer focus: Social media compel many brands to start focusing more on their customers, and building positive relationships. Customers can always go on Twitter and Facebook to sound off about bad customer experiences. This forces companies to resolve issues speedily to avoid a public relations crisis. Companies also use interactions on social media to improve their business as a whole, especially where complaints and kudos are concerned.

With these multiple opportunities, public relations practitioners readily leverage on digital media to enhance their performance, effectiveness, efficiency, functionality and impact.

Besides the field of public relations, digital technologies are applied in so many other areas of human endeavours, especially in related communication professions. For one, their usefulness, popularity and acceptability among practitioners in advertising, journalism, broadcasting, sales promotion, publicity, film production and the music industry attest to their effectiveness, functionality and resourcefulness. More than anything, digital technologies have unimaginably liberalised and transformed the field of mass communication, engendering unique infrastructure and creating such innovative platforms like citizen journalism, among others, (Aliede, 2021). For both public relations and advertising, they are rare and indispensable inputs for political communication, cultural synchronisation and propagation.

The benefits of the social media are numerous and cut across all spheres of life. Among some of such gains, according to Kapur (2018, p. 18-20) include: Digital information can be communicated in a rapid manner. The transfer of information between two or more individuals, whether they are located nearby or at a distance takes place in a rapid manner. Another benefit of rapid communication is it can reach to a wide range of audience; Digital information can be stored on a range of digital devices such as smartphones, laptops, and internet servers, and the transmitting of digital devices, such as smartphones or laptops can be remotely accessed by making use of the internet connection and used for such functions like editing and deleting, adding of the information stored in the digital device or the webpage.

Dysfunctional Aspects of Digital Technologies and New Media

The negative effects of digital technologies and new media cannot be overlooked as they can be overwhelming and thus, harmful to the field of public relations, other users and the society in general, especially the youths who are the ardent users. Some of the negative effects of the application of digital media to the public relations industry include:

1. Some practitioners solely rely on these technologies and do not engage in research, thereby becoming arm-chair practitioners
2. Others lift digital items and apply them without verification
3. They are the main avenues for the spread of hate speech and fake news
4. Social media have created crops of lazy practitioners who only depend on them for data

Other negative implications of the social media to the society generally include: lack of control of the usage, cyber bullying, mental health issues, immoral applications, spread and amplification of fake news, exposure to adult information, indirect encouragement of high rate of scam, distraction from academic pursuits, addiction to social media platforms and peer pressure (nira.org.ng/nira-media/news-update/288-the-effects-of-social-media-on-the-youths).

Conclusion and Recommendations

The global embrace of the application of Information Communication Technology has not only been dramatic, but epochal. In same vein is the emergence of new applications and software of ICT platforms satisfying human needs and adding to societal development. And if there is a particular field or industry that has gained from this momentum, it is public relation. Digital technologies have totally changed its practice for the better. Availability of multiple channels, effective and efficient service, improved interactivity, speed of service delivery, customer relations and quality feedback mechanism are just some of the leverages ICTs have brought to bear to the contemporary practice of public relation.

Digital technologies have created numerous platforms and so many activities for their users, thereby increasing and widening their application, especially by young people. Additionally, the benefits abound just as their dysfunctions are multiple, including cyber-harassment, cyber-bullying, cyber-crimes

and other fraudulent activities. Consequently, although the social media have recorded positive impacts in their usage, especially in the fields of communication, public relations, publicity, business promotion and creation of awareness, often obvious is the need to check some of the excesses through some sort of regulation. This idea could be controversial as such checks are regarded by many as infringement on people's to freedom of expression on issues of public importance. A middle course should be found in resolving the issue.

In furtherance of proffering solutions to the findings, the study makes the following recommendations:

1. As the acquisition and application of digital technologies in the field of public relations increases, practitioners' knowledge, skills and expertise should further be enhanced through training, retraining and reorientation.
2. The cost of acquiring digital technologies should be made easier for the users to enable them be at par and compete with their counterparts in other parts of the world.
3. Practitioners should imbibe the tenets of social responsibility, ethical orientation in their operations in line with global best practices.
4. All existing obnoxious and obstructive legislations which impinge on the smooth operations of the public relations profession should be severed.
5. Some regulatory measures could be adopted with which to check the abuses inherent in then uses of digital technology, provided they do not limited the freedom of their application.
6. Massive and intensive training should be organised for the youths to enhance their positive application of the social media in areas like entrepreneurship for fighting unemployment.

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