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## Vasudhaiva Kutumbakam as a Value Framework for Social Media Literacy in Higher Education

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### Abstract

Social contact, communication, and literacy have all changed as a result of council scholars' growing use of social media. Social media has brought about problems, including threatening intimidation, cyberbullying, ethical insensitivity, and online polarization in addition to its positive goods. Current styles of tutoring social media knowledge constantly ignore value-grounded and ethical aspects in favour of specialized and critical capacities.

As a framework for social media knowledge in higher education, the current exploration introduces Vasudhaiva Kutumbakam, an ancient Indian philosophical concept meaning "the world is one family." The study combines essential social media knowledge with the foundational principles of Vasudhaiva Kutumbakam—empathy, responsibility, inclusivity, discussion, and global solidarity—using an abstract and logical approach. It outlines educational strategies for integrating these values into higher education courses and argues that a value-aware approach can help scholars develop their intercultural awareness, ethical mindfulness, and responsible digital citizenship. The study concludes that Vasudhaiva Kutumbakam provides a highly relevant and culturally grounded framework for enhancing social media literacy in modern higher education.

**Key Words** Social Media Literacy, Vasudhaiva Kutumbakam, Higher Education, Value Education, Digital Ethics, Global Citizenship

## Introduction

In higher education, social media has become an integral element of both scholars' personal and academic lives. Information sharing, group literacy, and communal involvement are made easier by platforms like Instagram, WhatsApp, YouTube, and X (previously Twitter). But careless social media use has also led to identity problems, online violence, the propagation of false information, and moral quandaries. These issues have brought attention to how important social media knowledge is getting in advanced education.

The ability to critically assess content, assess authenticity, craft responsible dispatches, and interact immorally in digital spaces are all aspects of social media knowledge, which extend beyond technological capability. While focusing heavily on logical and critical skills, contemporary frameworks often lack a solid ethical and value-based foundation. Integrating indigenous value systems can enhance the ethical element of digital knowledge in the Indian educational setting. Vasudhaiva Kutumbakam provides such a base by stressing participatory responsibility, interdependence, and global brotherhood

## The conception of Vasudhaiva Kutumbakam

The Maha Upanishad is the source of the expression Vasudhaiva Kutumbakam, which expresses the notion that all people are members of the same family. Harmony, compassion, respect for one another, and the well-being of the group are all encouraged by this testament. It encourages people to suppose about the societal impacts of their conditioning and opposes limited individuality.

Vasudhaiva Kutumbakam has become more applicable in addresses about intercultural communication, sustainable development, global ethics, and peace education in the ultramodern period. This gospel offers an ethical standpoint for applicable social media exertion in the digital age, as online relations transcend geographic boundaries.

## Understanding Social Media in Higher Education

Responsible engagement and navigation of social media require the possession of specific knowledge, skills, and perspectives, collectively known as Social Media Literacy. Social media knowledge in higher education is pivotal for professional growth, communal involvement, and academic integrity.

Scholars, on the other hand, constantly use social media without having a sufficient understanding of ethics, which can lead to negative behaviors like propagating deceiving information, using hate speech, or infringing on their sequestration. This difference emphasizes how social media knowledge training and value education must be combined.

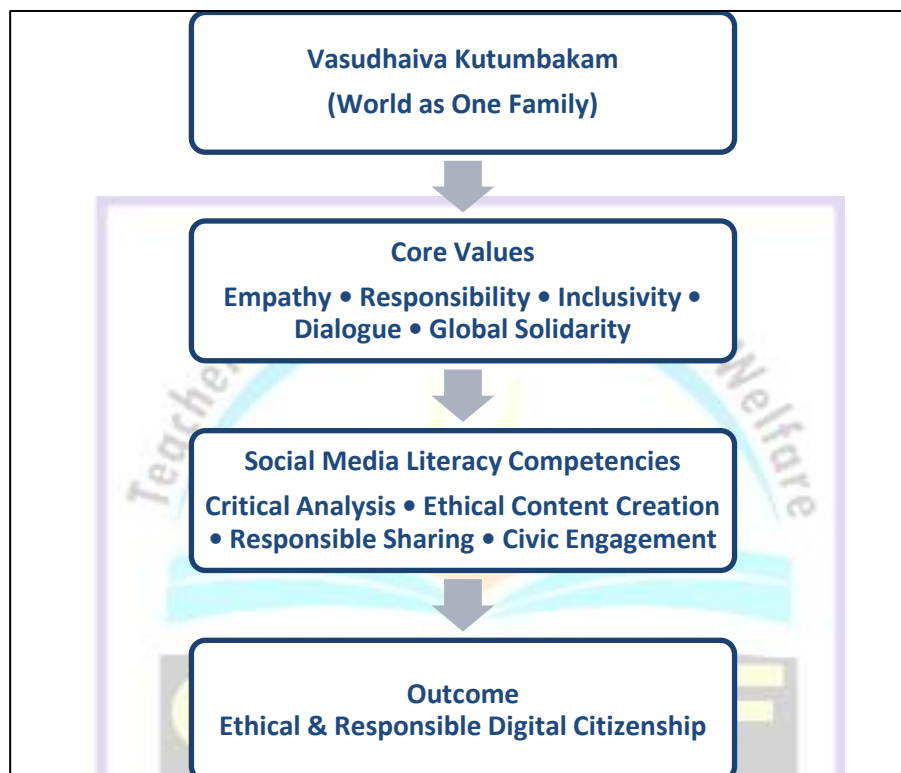
**Abstract Framework**

Social Media Knowledge and Vasudhaiva Kutumbakam

In order to encourage moral digital citizenship in higher education, the suggested abstract frame combines the principles of Vasudhaiva Kutumbakam with abecedarian social media knowledge chops.

Conceptual Model of Vasudhaiva Kutumbakam–Based Social Media Literacy

**Figure 1: Vasudhaiva Kutumbakam–Based Social Media Literacy Model**

**Explanation of the Concept**

According to the abstract model, Vasudhaiva Kutumbakam is the foundational set of values guiding scholars' use of social media. Learners' interpretations and responses to digital content are shaped by core values, including empathy, responsibility, inclusivity, and conversely. These principles enhance social media literacy, fostering ethical decision-making, civil discourse and responsible online behavior. The model highlights how value exposure mediates the relationship between ethical online conduct and digital capacities.

**Consequences for Education**

In order to incorporate Vasudhaiva Kutumbakam into social media knowledge instruction, higher education institutions must use purposeful pedagogical strategies. Scholars are encouraged to consider moral mystifications they come across on social media through reflective literacy.

Analyzing factual social media situations from a value- grounded viewpoint is known as "case-grounded conversations." Stimulant of collaboration and inclusive content development through cooperative systems. In dialogue-acquainted classrooms, contentious digital problems are hypercritically bandied. Scholars can share in online juggernauts for social problems as part of service- learning through digital media. Similar styles, as opposed to treating ethics as an abstract idea, aid in the internalization of values.

### **Educational Importance**

The objects of value education, digital citizenship, and holistic development that are stressed in Indian higher education programs are each in line with this paradigm. Encouraging respect for diversity and group responsibility, it also aligns with global citizenship education. Preceptors may develop digitally smart but innocently apprehensive scholars by establishing social media knowledge in Vasudhaiva Kutumbakam.

### **Conclusion**

The digital world requires people to be both morally conscious and complete social media stoners. This paper argues that Vasudhaiva Kutumbakam provides a meaningful value frame for strengthening social media knowledge in higher education. Higher education establishments can equip scholars to partake positively in online surroundings by incorporating empathy, responsibility, addition, and discourse into their digital knowledge classes. In order to break moment's digital enterprises and promote responsible global citizens, the suggested abstract paradigm emphasizes the significance of indigenous philosophical principles.

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