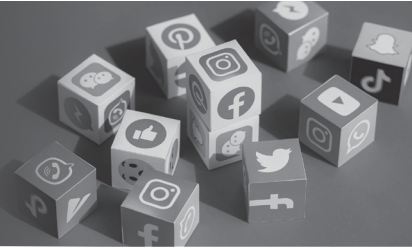


Government's New SOCIAL MEDIA CODE



STRENGTHS

- The restriction of social media companies and OTT platforms to telecast content affecting the sovereignty and integrity of India and threatening national security is a right step
- The direction regarding removal of objectionable content and other such materials is necessary to prevent distortion of human dignity and personality and its ill-impact on children and society.
- The freedom of expression cannot be an everlasting excuse for presenting skewed political and religious beliefs, soft porn and violence.
- The exposure of mischievous content creator and user verification mechanism will prevent abusive, threatening, bullying and similar acts.



WEAKNESSES

- Some experts say regulation of OTT and news media platforms through proxy is grossly unconstitutional
- The lack of consultation with the stakeholders before notification lacks its overall acceptability.



OPPORTUNITIES

- The provision of self regulation by these platforms will help in creating better content with wider acceptability without need for any external regulation.
- The new set of codes will deter several platforms from streaming unnecessary abusive, violent and sexual content in the guise of artistic expression.
- The empowerment of ordinary users of social media and timely resolution of their grievances provides opportunity for creation of holistic better content.



THREATS

- The new rules have introduced the requirement of traceability which would break end-to-end encryption.
- There are instances where regulation turned into state sponsored censorship.
- The possibility of using new social media code as a tool of suppressing dissent cannot be ruled out.