

Media Portrayal of Brain Drain: Examining Trends, Biases, and Public Perception

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Abstract

Brain drain, a globally significant issue with far-reaching implications for politics, society, and the economy. Focusing specifically on skilled professionals' migration in pursuit of enhanced opportunities, the research scrutinizes how media influences their decisions to emigrate, analyzing news coverage and perspectives on migration as factors influencing economic status and quality of life. The research is highlighting the media's substantial influence on public perceptions and attitudes toward migration, this study contributes by delving into the intricate relationship between media narratives and brain drain perceptions. It examines news coverage and occupation trends, paying special attention to potential stereotypes reinforcing the dichotomy of "skilled leaving" versus "unskilled staying." The analytical framework integrates concepts from framing, agenda-setting, social constructiveness, and critical discourse on globalization perspectives.

In this era of high speed internet service, the social media has touched almost all aspect of human daily activity. It has has touched area like political, social, cultural dimensions of a country and also have played a role in connecting people across the globe. Since long, developing countries are facing problem of exodus of workers i.e. people are leaving their home countries due to various reasons. Social connections and easy accessibility of information has influenced migration intensions also. It has influenced intensions and decisions to stay or leave their home country. Internet

and social media acts as a major source of information for prospective migrants.

Key Words: Brain Drain, Social Media, Smart Phone, Media, Agenda Setting, Public Perception, Cognitive Performance.

Introduction

The term “Brain Drain” implies that there is an imbalance in the share of the advantages and disadvantages of international migration. Most of the loss is borne by the source countries that, in their estimation, have yet to be adequately compensated for the net contributions their natives have made to the receiving countries. Actually, problems arise when the differentiation made between high skill migration and general migration or low skill migration. There is no such universal standard applicable to every country to categorized who will be highly skilled or unskilled migrants. The reality is that not all migrants provoke an equal level of loss of human capital. Also, those who depart are likely from the middle and professional classes, hence tend to include educators, health care workers, scientists, engineers, professors, and political reformers. In the home country, these high skilled migrants are also contrasted with migrant laborers for receiving higher incomes as compared to low skilled migrant labourers. It is these skilled educated workers that these countries require to begin to develop. After detailed analysis it could be found that the working classes in these countries spend time, energy and resources into educating these people who in turn migrate and leave them to fend for themselves. In this sense, some people’s freedom to travel and gain financial well-being is obtained at the expense of their countrymen’s freedom from hunger, homelessness, poverty and preventable diseases.

This flight of human capital is most likely to occur in smaller, less developed, and poorer countries. For instance, most of the High Skilled Migrants going to the U.S. are not from the countries affiliated with the Organization for Economic Cooperation and Development (OECD). According to the National Science Foundation, approximately 70% of the U.S. science and engineering workforce are from non-OEDC developing countries. The countries in the global North

that benefit the most from the “Brain Drain” do not have a problem acknowledging that it exists, but they do very little to correct it.

Push factors are the situations or events in the home countries that make the people leave. Examples of push factors are the structural adjustment programs implemented by the International Monetary Fund and the World Bank on developing countries that increased unemployment and reduced government funding on social programs in these countries which then led to increased migration. Pull factors are the incentives in the receiving countries that encourage persons to look for job opportunities there. Examples of pull factors are the immigration incentive policies of the receiving countries that tend to attract higher educated, skilled and trained personnel. For example, the H-1B visa system in the U.S. is often used as a stepping stone by immigrants who want to acquire employment-based permanent residence there. The current immigration policy in the U.S. enables those Applying for the H-1B visa to have the dual intent of attaining temporary work status but with the intention of applying for permanent residency.

This paper looks at the profound influence of media on the perceptions of brain drain, an issue of global significance that has political and social ramifications. The paper specifically focuses on skilled professionals who are emigrating for better opportunities. It investigates the impact of media on the emigration decision, analyzing the coverage of news and perspectives of migration as elements of economic status and quality of life. In this regard, this paper is of relevance because it delves into the relationship between media narratives and brain drain perceptions in the backdrop of a burgeoning body of scholarly research highlighting the media’s substantial influence on public perceptions and attitudes toward migration. Analyzing news coverage and occupation trends with a special eye on potential stereotypes feeding into the dichotomy of “skilled leaving” and “unskilled staying,” this analysis integrates concepts from framing, agenda-setting, social constructiveness, and critical discourse studies on globalization perspectives.

Influence of Digital Media on Brain Drain

Brain drain due to cross border migration of skilled professionals has always been a matter of concern for developing countries. Numbers of studies have focused on cross border mobility of people which leads to brain drain. Some of the major factors that can act as a reason for emigration of human capital are economic, political, social and cultural factors. In the present day, with internet and social media touching and influencing political, social, cultural factors within a country, it also played a role in connecting people across the countries. Social media and internet are recognized as one of the significant growth engines in the modern world. They have connected the remotest corners of the nation with the modern world. According to a report, India has around 462.1 million internet users (which makes approx 34 percent of population) out of which 430.3 million use the internet from mobile phones (79% of the total web traffic). 282 million are active users spending almost 7 hours per day on the internet.

An era of unparalleled connection has been brought about by the widespread use of smartphones. Today's consumers worldwide have access to nearly limitless information, limitless entertainment, and distant friends at all times. With smartphones in hand, people browse possible romantic partners in between appointments, trade stocks—and gossip—while stopped in traffic, check the weather from bed, make online purchases while standing in a store, and live-stream one other's experiences in real time from different parts of the world. This state of perpetual connectivity would have been unthinkable just ten years ago; now, it appears to be essential. One On average, smartphone owners use their devices 85 times a day, including right before bed, right after waking up, and even in the middle of the night.

Smartphones spread in international markets and in people's daily lives very fast. A phenomenon of "meaning and mattering" to a high degree by billions of worldwide consumers may affect their welfare. The more people depend on smartphone displays to organize and improve their everyday life, the more we have to study how dependence on these devices affects one's ability to think and act in the

real world. While cell phones promise abundance in terms of time and resources, they also bring unseen deficiencies. For a long time, research has focused on aspects that involve the advantages and disadvantages of cell phones regarding how interactions with the phone can be performance enhancers and inhibitors off screen.

Impact of Social Platforms

In social network theory, social ties are considered a medium through which information flows, influence flows from media or personal sources, and change in behaviors or attitudes occurs. Historically, decisions to migrate were based on information coming from a source of consultants, friends, family, and even networks outside the country. However, with the growth of social media and the internet, people increasingly used these avenues to communicate. As a result, with 95 percent of people residing in areas covered by mobile networks, social media and interns have been able to spread all over the world. Social capital represents a strong network of enduring relationships founded on community, kinship, friendship, and other grounds. The network has, for so long, shown to support the movement. On the other hand, it has been quite simple for those people who want to have brain drain intentions to gather information via the internet and social media. Therefore, human networks that promote and facilitate movement might influence migratory tendencies and choices according to the social network theory. It has been established that the existence of strong ties between people of the same origin increases the likelihood of migration. Access to pertinent information about the labor market and the dangers of visiting a foreign nation greatly reduces cross-border mobility costs, thereby encouraging international travel.

It is evident that social media and the internet have an influence on interest, intentions, and action regarding migration. The internet and social media supporting abilities help overcome barriers and discover new locations. The flow of information on the internet aids expatriates in adjusting. Customized, simple, and rationalized information about locations, education, culture, jobs, education, housing, social,

political, and social environments in distant places facilitates easy socializing and adaptation. Thus, internet and social media play a role in every phase, from the intention to move to the settling down in a foreign country.

Another way internet and social media plays a role in migration decisions and intentions is web-based place-marketing strategies. Online marketing campaigns attract visitors, tourists, and migrants. This further instigates migration interest and migration intentions. Lack of information enhances chances of impulsiveness of a prospective migrant. In such a situation, internet and social media can be used for accessing information and migration opportunities. Internet offers scope for new opportunities and thus strengthens the decision to move. It also contributes to changing perception and a decision to leave or love a country. Additionally, a positive relation has been found between migration planning and internet usage.

The other major way in which social media and the internet contribute to migration intentions is that they are the very tools for networking and communication. It has been observed that the size of the network of potential migrants increases with an increase in internet usage. For this reason, migration flows are also being predicted using these virtual networks. This is one of the factors that also determines the destination country. Besides, it makes the target country's culture and way of life more accessible and understandable. This increase in exposure and openness increases the chances of migration. The internet and social network have been known to have motivational effects on the potential migrants, supported by many studies.

Public perception through media

The media, which include the press, television, and internet, are the ones that inform people about what happens in the rest of the world. In situations where people lack direct information or experience of what is happening, the media become dependent on them for information. Of course, it does not mean that the media dictate our thoughts; people do not take information from the media without questioning.

However, they do so crucially as agenda-setters in focusing mass public attention to specific topics thereby limiting the sorts of views and arguments that actually enter the public consciousness. It is in these ways that media works to shape people's opinions and sentiments-which is well demonstrated in a multidimensional model of communications process.

We argue that it is not the journalists or any one interest group but rather multiple privileged groups: political and social institutions, interest groups, lobbies, public relations, that are shaping media content. This heterogeneity interacts to shape which subjects can be addressed, and the outcomes may also radically limit what can be known by the audience. Therefore, one of the main concerns is the examination of media content, or what we are taught and not told. However, audiences and media content have a complex and multifaceted connection that might be difficult to dissect.

For instance, the policymakers can provide information to the various media outlets and try to predict how the public will react to the way policies are formulated and communicated. They also anticipate how their words will be "mediated" and replicated across other media platforms. Thus, the fact that every component of the communications circuit intersects and is dynamic is very important. Because each part-like in media content or effects, separate to one another-has often received significant attention individually in past research, we show here why it is important to look at what relationship each of these different parts plays in any discussion of the role of the media for social change.

Discussions about media reporting on migration are therefore closely connected to some arguments and the assumptions that they veil: namely, that the target is, for instance, to frighten a 'substantial number' of migrants. This is the manner in which the story is structured and all other parts of the story from interviewees to the use of information that was quoted and choice of images used and the editorial comment elaborate and legitimate it as a major theme. News can look like a sometimes chaotic flow of information and debate but it is also underpinned by key assumptions about social relationships and how they are to be understood. At the heart of these are

beliefs about motivations, cause and effect, responsibility and consequence. So a newspaper report on people seeking asylum might make assumptions on each of these. One 'real' reason why people have migrated might be surmised: seeking a better life or getting economic advantages.

Conclusion

In this sense, the media plays a fundamental role in the way people perceive brain drain and in the dispersion of opinions as it covers the news, a factor that necessitates thorough scrutiny. The critical question is the one that involves the way media influences public perceptions of brain drain and the different opinions that compel news coverage about this phenomenon. A number of things highlight the importance of media to this end. The framing of the issue of brain drain mainly lies with the media as language, headlines, and image used would create perception among the masses. For instance, it might highlight negative aspects like the country of origin loses talent and skill, or emphasize positive factors that portray benefits and opportunities for migrants.

In the case of brain drain, the media typically focuses on human-interest and personal stories that reflect the success of professionals who have left their home countries and achieved great things in their adopted ones. Such stories create a positive perception of brain drain as an opportunity for people to improve their lives and move up the socio-economic ladder. Political and economic factors may also influence media reportage on brain drain according to the interests of advertisers, target audiences, or political affiliations. Thus, brain drain stories have potential to become biased through the particular agenda or dominant political and economic beliefs held by the media.

The proliferation of smartphones reflects a profound change in consumer-to-technology relations. For the most part, throughout human history, innovations have fit within an explicitly defined space in the consumer's world; they have been bounded by their purposes and contexts. Smartphones do not. They are constant companions for consumers, affording access to information, entertainment, and much more in ways

that, until very recently, were utterly impossible. evidence that merely having consumers' smartphones present interferes with two measures of cognitive capacity—available working memory capacity and functional fluid intelligence—without disrupting sustained attention or increasing phone-related thoughts' frequency. Engaged consumers managed to keep their phones out of their hands but also out of their conscious minds while performing continuing cognitive tasks.

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