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Contemporary Issues of Media:
The Indian Dialogue

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Contents

CHAPTER 1

Media Ecosystem during Pandemic in India

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Introduction

The global pandemic and public health crisis caused due to corona virus have affected the global economy tremendously. It has led to significant decline in income, rise in unemployment, disruption in transportation services etc. The pandemic has affected the countries with different impression that may be immediate, short term and long term on the economy. The World Bank estimates that global GDP will contract at 5.2 percent. There shall be a substantial downgrade in the growth of every region. For example, South Asia will contract by 2.7%, East Asia and the Pacific will grow by a scant 0.5%. Middle East and North Africa by 4.2%, Europe, Sub-Saharan Africa by 2.8%, Latin America by 7.2% and Central Asia by 4.7%, (WorldBank, 2020). Referring to India there may be a huge decline in government revenues and growth of the income. The decline in investment may impact different plans related to privatisation, government and industry. Furthermore, pandemic may create more suffering for the unorganised sectors and migrant labour (Khurana, 2020).

The pandemic has absolutely changed the way of people doing their work. A new culture of work from home has been forced which has blurred the distinction between work space and home. Particularly, it has changed the urban landscape. In addition,

there has been shift in digital mode of transaction. These trends due to COVID-19 have changed the entire business ecosystem. Referring to media the pandemic has also affected the media ecosystem globally, and its influence could be witnessed on Indian media ecosystem too. In this context, the chapter analyses the media ecosystem across the media sector along with its future prospects.

Media Consumption during COVID-19

The coronavirus outbreak has not just changed the way people live, however it has also changed the way people use media. Though media is facing a lot of challenges, but it played an important role during pandemic. In India lockdown was implemented on 24th March 2020, thereafter more number of people started using social media as to consume news and to interact with family, friends and various communities with which they were associated. During first week of lockdown there was 87 percent increase in the time spent on social media than the previous week. On an average more than 4hrs was the time spent on social media (Firstpost, 2020). During lockdown about 80-90 percent people consumed news and entertainment. They spend on an average of 24hrs a week (Hall & Li, 2020).

In 26 countries a survey was conducted during the peak of pandemic by YouGov on its Covid-19 Consumer Monitor. In this survey about 8,218 participants from 200 cities and towns of India were interviewed in the month of May and June. As per the global survey, news consumption in India increased in comparison to other countries (Shahidi, 2020).See Figure-1
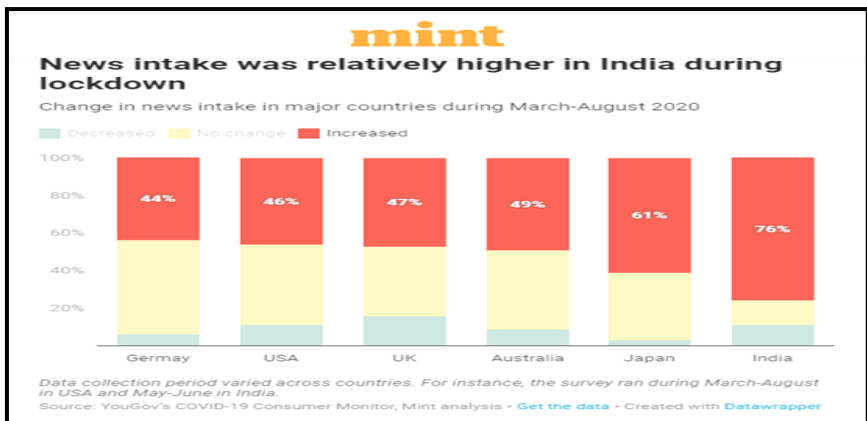
Figure1: News intake during lockdown (Source: Live Mint, October 20, 2020).

Though there was an increase in the news consumption but more consumption does not mean higher trust in media. Due to pandemic there was a complete lockdown and the only source of information was through news media and social media. To meet the information need related to pandemic people accessed more news. Understanding the need of people the media covered most of the news on prevention against COVID-19. A survey was conducted by the YouGov regarding trust on different entities like health professional, government and media. As per the survey maximum trust was on health professional and least was on media (Shahidi, 2020), See Figure 2.
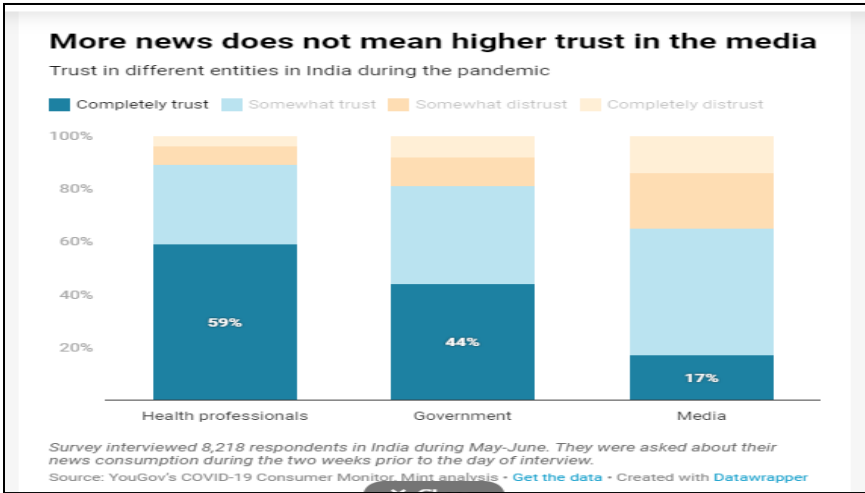
Figure 2: Trust indifferent entities in India during pandemic (Source: Live Mint, October 20, 2020).

The pandemic has created a new demand of health information. Understanding the need of health information some news outlets like, The *New-York Times* and The *Financial Times* granted people to have a free access to coronavirus related information without the need of subscription (GeorgetownUniversity, 2021). It indicates that media has provided with the best of services to the people in times of pandemic when there was a real need of information. However, there were some stories related to pandemic found to be fake.

Influence of Pandemic on Media Ecosystem (Indian Scenario)

The influence of pandemic on media ecosystem with reference to India may be explained with three perspectives. These are behavioural changes and habit formation, revamped production technique and change in nature of work for journalists. These perspectives are discussed below:

1. **Behavioural changes and habit formation**

The COVID-19 has influenced the way people consume media & entertainment. During pandemic due to lockdown the social life of people moved online. There has been an increase in online media consumption of online gaming and over the top (OTT) platform in comparison to movie theatres (Menon, 2020). The OTT platforms and digital media have been successful in attracting new consumers by expanding new location and demography. The way in which world is evolving to the new normal by maintaining social distancing, work from home, and having virtual meetings. Similarly, consumer behavior is also continuously evolving by switching towards digital media. There has been complete collapse of the traditional media business model with major dependence on advertisement and very less on subscription. The advertisement revenue of linear media has decreased due to lack of fresh content. Comparatively, the digital media has witnessed increased subscriptions. For example, Netflix got 16 million new subscribers during the lockdown (Bhandari, 2020). It indicates that there will be a switch to digitisation on both sides of the fence. Information gathering and dissemination is becoming digital. This may change the way the news content is produced and consumed.

The behavioral change in the consumption of media has affected various media industry. It has been discussed below:

A.) **Newspaper & Magazine Industry:** Due to pandemic the change in consumer behavior has led to shift in consumption to digital platforms. This has led to decline in newspapers' subscriptions. To this change some of the newspapers started producing more digital content. However, regional papers which do not have much digital presence have been adversely affected. It is the right time now they must also move towards online platforms (Secretariat, 2O2O).There are two types of newspapers which are doing better. These are:

1. The newspapers that had already switched to digital.
2. The newspapers that has high percentage of subscribers

Referring to magazine, it was witnessed that its distribution system also obliterated due to pandemic. The major source of income not only jeopardised but frozen. It was estimated that many publications shall bust as they were facing the problem of meeting the expenses of fixed costs such as rents, and staff (Rajan, 2020).

B.) **Film Industry:** The film industry is one of the most impacted as the theaters or multiplexes were closed due to lockdown. The revenue generation has reduced tremendously. The movie theatre revenues come from 3 sources i.e. ticket sales, sales in the cinema and advertising. All these sources of income are currently being eroded. As the theatrical viewing is fixed at a particular time and location therefore, during lockdown people were not able to visit theaters. In comparison, OTT has provided unlimited content that may be watched online by using free data. Digital platforms are catching up and many people are enjoying their favourite shows and films at home. In post COVID-19 time people have so much fear that they are avoiding coming to theatre. In addition, there is also the worry of big ticket movies directly arriving on streaming platforms, jumping their three month window in the times of the pandemic. The reason may be that people have found comfort in consuming content on their laptop screens. However, the binge-watching has also reached a saturation point with no new shows in the pipeline. (PTI, 2020).

C.) **Radio**: The radio industry has also been impacted by novel corona virus. The advertising revenue has reduced down by 80% in April and estimated to be down by 90% in May. The Association of Radio Operators for India (AROI) which is an industry body of private FM channel reached to government

for support package to combat COVID-19 crisis. As per the pandemic situation the Ministry of Information & Broadcasting also granted a three month extension of license fee payment without interest (Mint, 2020).

D.) **Effect on Television Industry**: TV audience has increased due to growing need of information (Schwab, 2020). There was a significant increase in general news consumption. In a research conducted by Omnicom Media group it was found that about 65 percent respondents claimed to spend more time on consuming news around the pandemic. Movies & comedy serials were among the top 5 list. There was also an increase in cookery shows and music programs as after lockdown Indians experimented with cooking new dishes at home. In pre COVID-19 times usually GECs and sports dominated TRPs on TV find themselves languishing in the bottom half of the table in the absence of fresh content (ETBrandEquity, 2020) . The genre wise performance of television is shown in the Figure 3 (OMG, 30).

	Increased	Decreased	No change	Not applicable
General news content	65%	9%	19%	7%
Movies – Hindi	53%	12%	24%	11%
Comedy serials	52%	12%	25%	12%
Movies – English	47%	11%	26%	16%
Movies – Regional language	43%	12%	24%	21%
Cooking shows	41%	11%	23%	24%
Music programs	41%	15%	28%	16%
Mythological/religious shows	40%	13%	25%	23%
Business news content	38%	14%	27%	21%
Environmental/wildlife programmes	38%	15%	29%	18%
Family drama & serials	31%	23%	25%	21%
Cartoon/animation shows	30%	14%	27%	28%
Crime shows	29%	18%	26%	26%
Reality shows like dancing, singing, etc.	28%	24%	26%	22%
Travel/lifestyle/fashion shows	28%	26%	25%	21%
Sports	22%	30%	25%	24%

Figure 3: The picture shows the genre wise performance of the television (Source: Omnicom Media Group).

E) **OTT (<u>Over The Top</u>) platforms:** The broadcasters who had opted for single-sign- on (SSO) were in gain. In UK the ITV Hub Plus platform has increased their consumption by 40%. Online media, particularly streaming sites were big winners during the crisis. Some of them are: Netflix and Disney+ etc. There was a survey conducted by Omnicom group across 17cities. In the survey it was found that on OTT the average time spent of over 95 minutes. Furthermore, there is an increase in OTT consumption among females and younger audiences of Tier1 cities (ETBrandEquity, 2020), See Figure 4 (OMG, 30).
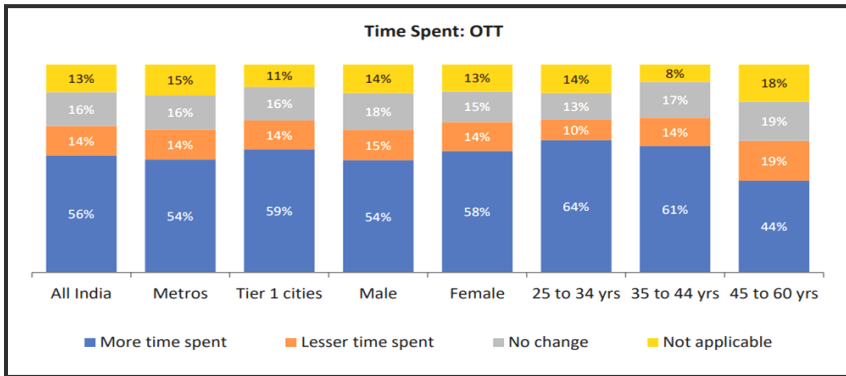
Figure 4: Decline in revenues for social media such as Facebook and Google (Source: Omnicom Media Group).

2. Revamped production technique

Digitalisation has led to virtualisation of production where the efforts are made in of deployment of remote access solutions. Traditionally, the video editing was done in presence of editor and journalist, now it takes place remotely. Due to changing production technique it is required to have updated technical infrastructures. It may include multiplication of VPN licences and increase in storage capacity (Schwab, 2020).

3. **Change in nature of work for journalists**

There may be a fundamental shift in media job as traditional media job scenario is going to be altered. This may include:

- **Use of Artificial Intelligence**: The newsroom would follow digital information gathering technique and use more of artificial intelligence. AI will accelerate the process of collecting and conceptualising data. These new ways of deploying capabilities may require data driven decisions to develop new content and new product. To foster collaboration between editorial and technology staff it has become significant to identify new opportunities and implement best practices. These best practices must look beyond industry and helps to understand audiences, technology and build new products (Marconi, 2020).

- **Use of data journalism**: It is the process of reporting facts. There will be increase in digital techniques of data collection. It may help news organization to give more emphasis on news stories which are based on data and facts. It may further help a news media orgsnisation to be more credible among its competitors.

- **Digital Skills:** The way media consumption pattern has changed during COVID has also even change the production and processing of news and other media content. This may further change the need for journalistic skills. The budding media professionals are expected to have digital skills as digital delivery will become predominant which will require digital skills. Moreover, the role of journalist would further extend from content generator to product managers.

Future ahead

The future of media would be technology oriented across the supply chain. It means that from content creation to distribution and monetisation the media companies will have increasing

dependence on technology. It will help the media to produce media content in cost effective way, with greater efficiencies and revenue enhancement opportunities. For example, companies may increase reliance on artificial intelligence (AI)/ machine learning (ML). It may help in predicting consumer behaviour and thereby improve loyalty. (Menon, Media and entertainment post COVID-19: 'the best of times,the worst of times', 2020).

Some of such future technological innovation includes:

- **AR/VR**: Augmented reality (*AR*)/ *Virtual Reality* (*VR*) may help to integrate digital experiences with the real world
- **Virtual Production**: It will improve storytelling, and gives creativity to filmmakers. This technique reduces the post production cost in film
- **Artificial Intelligence (AI)**: This may be useful in driving technology for user engagement in media related sector.
- **Block chain**: It provides transparency and security in media and entertainment sector. It has helped in opening new revenue stream such as pay per content consumption.

The media industry had to make priorities for sustaining the industries. In post covid times immediate, short term and long term priorities were set by the media business (KPMG, Priorities post COVID-19: Organisational survey, 2020) .These are explained as-

The immediate priorites of the media industry were to ensure the safety of the work force. Thereafter, they need to plan about restarting their business keeping in mind about the safety measures to be followed in the unlock. Due to lockdown the media industry could not generate revenue. The immediate requirement of the industry was to ensure short term cash flow to manage the operation of their industry. Simultaneously the industry started identifying the areas of cost reduction so that they may manage the loss in the situation of pandemic. The short term priorities of media industry may include improving their business by managing and

planning. Understanding the importance of digitalisation the industry would further try to enhance digitalisation across the value chain. Besides this, the industry needs to promote home distribution option to increase their media consumption along with increasing the capital. The long term preference of media industry would be focusing on customer, to increase their revenue growth, product distinction to face the competition, improving the operational efficiency, cost minimization and workforce mobilization.

The M&E report projected that India would have a billion digital users by 2030. Online gaming consumption would increase among younger population whereas the older population will prefer traditional consumption pattern (Menon, Media and entertainment post COVID-19: 'the best of times, the worst of times', 2020) .Furthermore, the media and entertainment sector is expected to decline in FY21. The major segments which would decline are TV, Print, and Films (KPMG, 2020).

Conclusion

It has been witnessed that during pandemic media companies have adopted flexible and resilient business model. Since people are staying at home their reliance on media has increased. They seek latest information and devote more time on media as they are in isolation and there is lack of social interaction. With this changing trend of media consumption media industry is exploring alternative means to improve its financial health (Secretariat, 2O2O). The initial trends of media consumption among the audience has surely indicated that future of media will be digital. In this new normal the different media sector professional have to develop their skills towards digital media. The budding media professionals have to seek their opportunities in the field of gaming, content writing, data analyst and live streaming platforms etc. The media industry has to open its functioning towards technology integrated media

business for their future survival. The new media business model may be blend of traditional and digital media consumers. There shall be increasing number of digital consumer along with the digital advertisements. For this purpose new policies for media business and their collaboration are required.

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CHAPTER 2

The Use of Media and Communication as a Catalyst for Social-change in The Swachh Bharat Abhiyan

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Introduction

The role of communication medium in any social campaign is effervescent visibly since times immemorial.

"Congratulating the Indian government for 'shining a light on sanitation', Bill Gates, Microsoft co-founder and co-chair of the Bill and Melinda Gates Foundation, said India now must build on the success of Swachh Bharat Mission by using innovations and technology to improve sewage processing capabilities and generate zero waste", reported Hindustan Times on 2 Oct 2018.

"Under the mission, the Prime Minister launched the *Swachhata Hi Seva* movement on September 15 with an aim to fulfill Mahatma Gandhi's dream of a clean India", reported NDTV.com on 9 Oct 2018.

"Swachh Bharat is the brainchild of the new PM and his Central Government. It is set to provide the much needed acceleration to become a developed nation by 2025", notes Badraet.al, 2015.

The Sustainable Development Goals

The United Nations Sustainable Development Goals are those goals set by the UN General Assembly in 2015.The social and economic development issues covered by the SDGs include poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanization, environment and social justice. The following are the 17 sustainable development goals:

1. No poverty
2. Zero hunger
3. Good health and well-being for people
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, Innovation, and Infrastructure
10. Reducing inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

According to WHO, E.Coli is a major cause of diarrhoea and is transmitted to humans primarily through consumption of contaminated foods, such as raw or undercooked ground meat products, raw milk, faecal contamination of water and other foods.Most patients recover within 10 days, but in a small proportion of patients (particularly young children and the elderly), the infection may lead to a life-threatening disease.

Based on WHO reports, contaminated water can transmit diseases such diarrhoea, cholera, dysentery, typhoid, and polio. Contaminated drinking water is estimated to cause 502,000 diarrhoeal deaths each year in the world. Also, in low- and middle-income countries, 38% of health care facilities lack an improved water source, 19% does not have improved sanitation, and 35% lack water and soap for handwashing. By 2025, half of the world's population will be living in water-stressed areas.

Some Key Facts from the WHO report are:

1. In 2015, 39% of the global population (2.9 billion people) used a safely managed sanitation service – defined as use of a toilet or improved latrine, not shared with other households, with a system in place to ensure that excreta are treated or disposed of safely.
2. 2.3 billion people still do not have basic sanitation facilities such as toilets or latrines. Of these, 892 million still defecate in the open, for example in street gutters, behind bushes or into open bodies of water.
3. At least 10% of the world's population is thought to consume food irrigated by wastewater.
4. Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio.
5. Poor sanitation also contributes to malnutrition.

Therefore, Swachh Bharat Abhiyan launched by the Indian Government is a need of the hour. This campaign aims to promote cleanliness which is necessary to achieve more than one of the Sustainable Development Goals.

The campaign is not only about cleaning the country but permanently placing the habit of cleanliness in the mind of every resident of the country. The adoption of the habit of maintaining personal hygiene is also important.

The Swachh Bharat Abhiyan

The Swachh Bharat Abhiyan is a nationwide cleanliness campaign launched by The Government of India under the Prime Minister Narendra Modi on 2nd Oct 2014 at Rajhgat, New Delhi. It aims to make India clean by 2019 by eliminating open defecation through the construction of household-owned and community-owned toilets. It also plans to establish a mechanism for monitoring toilet use.

The Prime Minister nominated a few celebrities to make the *Swachh Bharat Abhiyan* a national campaign. The brand ambassadors of the campaign were Kapil Sharma, Sourav Ganguly, Kiran Bedi, Padmanabha Acharya, SonalMansingh, Ramoji Rao, AroonPurie. Also associated with the campaign are Akshay Kumar, Akhilesh Yadav,Manoj Tiwari, Kailash Kher, Amitabh Bachchan and the list goes on.

SwachhSarvekshan, the annual cleanliness survey by the Ministry of Annual Development analyses the progress and impact of the *Swachh Bharat Abhiyan*. There are six parameters on which the performance of the cities ismeasured:

1. Municipal solid waste, sweeping, collection and transportation
2. Municipal solid waste, processing and disposal of solid waste
3. Open defecation free/toilets
4. Capacity building and eLearning
5. Provision of public & community toilet seats
6. Information, education and communication, and behaviour change

The official website of *Swachh Bharat Abhiyan*says that 9,07,60,196 household toilets have been built since 2 Oct 2014. 5,37,763 villages have been made open defecation free. Also, there

are 572 districts and 26 States/U.T. in India which are open defecation free.

Sanitation Campaigns in India Prior to Swachh Bharat Campaign

The *Swachh Bharat Abhiyan* is not the first campaign aimed towards cleanliness. In 2000, the Government of India restructured the Comprehensive Rural Sanitation Programme (which was introduced in 1986) and launched the Total Sanitation Campaign (TSC). This was later renamed "Nirmal Bharat Abhiyan" in 2012 by Prime Minister Manmohan Singh.

The Prime Minister Narendra Modi launched the *Swachh Bharat Abhiyan* on 2nd October 2014. The challenge to implement the program successfully is creating awareness among the members of the society. This is perhaps the reason for the failure of the earlier sanitation campaigns.

Literature Review

According to Burra, et. al. (2003), "Despite the fact that Bangalore is one of India's most prosperous cities, half of the city's population live in slums and most have no piped water, toilets or drains. Large areas of the city have no sewers, and most sewage and wastewater drains into open drains. This makes it more difficult and expensive to build community toilets because there is no connection to sewers and often no water mains to draw on."

The government's *Swachh Bharat Abhiyan* cleanliness campaign was the focus at the World Toilet Summit.The event was held by the World Toilet Organization, a global non-profit body, which aims to provide sustainable and affordable sanitation solutions to eradicate open defecation practices in the world.

The World Health Organization estimates that about 2.3 billion people in the world do not have access to clean, safe and reliable toilets, the release said. This number is 732 million in India, it added.

"The newspapers have been reporting India's poor sanitation through news, articles, features and editorials. Moreover, it gives report on consequences of unhealthy behavior – from malnutrition to diarrhoea. The SBA campaign utilizes social media – in an attempt to increase transparency and publicize, globally, the country's efforts to improve its image on sanitation" says Pradhan (2017).

As Khan (2016) said while writing on media's support in promoting environment awareness, "The media can be an instrument in breaking the silence that surrounds the environmental problems and in creating an environment that encourages discussions of how the community can participate and change their behavior."

He further adds, "If we talk about the most recent event in India *Swachh Bharat* creates a ripple effect. *Swachh Bharat Abhiyan* by the Government of India is a perfect example, credit of its success goes to proper media attention and this attention has spread awareness among citizens across the country".

According to Badra et.al. (2015), "This campaign brings focus to the pressing transformational need of the nation. The change is perceptible as India embarks on its journey to create a clean and hygienic environment. But orthodox mindset is a hindrance to the drive."

He also says, "Cleanliness is still considered as a job performed by a specific set of persons". However, he adds, "the alignment of children and youth in such campaigns creates a ripple effect". (Badra et.al., 2015)

"Hindustan Unilever Limited (HUL) launched the 'Swach Aadat, Swach Bharat' programme to follow the Government of India's Swachh
Bharat Abhiyan (Clean India Mission) to promote good health and hygiene practices", as per the HUL website.

Swachh Bharat Abhiyan and The Media

The success of any campaign depends on the awareness created by it. If a campaign needs to be successfully implemented, then it must create a public awareness about the cause. Issues of environment and public health are on the rise now, particularly because people are becoming more educated and aware about their surroundings. People nowadays have a lot of knowledge about the current issues and this is probably because of the expansion of media outlets.

The plethora of media: news channels, newspapers, online media, social networking sites are all shaping public opinion. Media plays a significant role in shaping public opinion and it also decides upon the topics which people need to think upon. Media decides upon the agenda, and it does not take much time before the media agenda becomes the public agenda.

Thus, if more and more media talks about the cleanliness campaign and other environment issues, then such issues will become the priority of the nation. Media has the power to bring about such a change in the mindset of the society.

According to the personal influence theory, media influences are also indirectly established with the help of 'Opinion Leaders'. Opinion leaders are avid users of the media and they interpret the content of the media according to their opinion. They in turn influence the other people of the society by word of mouth. This theory says that most people are not directly influenced by mass

media, and instead form their opinions based on opinion leaders who interpret media messages and put them into context (Lazarsfeld et.al, 1944).

Also, The Diffusion of Innovation theory says that people take time to adopt an innovation. As Everett Rogers points out in his diffusion of innovation theory, in the process of adoption of new behaviour, the early adopters act as models to emulate and generate a climate of acceptance for change, and those who are slow to adopt are called laggards (Rogers, 1962). It is also seen that adherence to old cultural values canserve as a bottleneck in the adoption of innovation.

One of the reasons of the success of *Swachh Bharat Abhiyan* is the selection of celebrities as the brand ambassadors of the cleanliness campaign by Narendra Modi. The target population of this campaign is mainly the people living in backward areas. They might not get affected by the media messages directly. But is a certain celebrity like Kapil Sharma or Amitabh Bachchan or Akshay Kumar comes on the television and instructs and informs them about the campaign, they might get motivated.

"Through this campaign idea HUL has sought to bring alive this message in a fun and engaging manner, celebrating children as the agents of change. This campaign is in line with our belief that adoption of habits is as necessary as development of hygiene and sanitation infrastructure to realise the Clean India Mission", as per the HUL press release.

According to the Indian Sanitation Coalition, "This is a first-of-its-kind multi-brand behaviour change programme synergising the efforts of HUL's leading brands Lifebuoy, Domex and Pureit. The '*Swachh Aadat, Swachh Bharat*' campaign has two key thrusts: an on-ground behaviour change model, a mass media campaign to

drive awareness and engagement; and awareness and mobile education on health and hygiene led by our factory workers".

Swachh Basti – on-ground behaviour change model: This model persuades people to adopt three '*Swachh Aadat*' or 'Clean Habits' like washing hands 5 times a day, or using a toilet for defecation and adopting safe drinking water practices. The idea is to bring about big change by adopting three simple habits that will go a long way in reducing illnesses in our country. This is an example of the ground level application by HUL of the *Swachh Bharat Abhiyan*.

Unilever's Surf Excel launched an advertisement campaign which featured kids picking up garbage from the neighborhood to shame the adults who have not thrown the garbage in the dustbin.

Particularly well remembered is the ad campaign by UNICEF where Vidya Balan on screen announces the importance of toilets at home and they are a right of every bride, which was a part of the *Nirmal Bharat Abhiyan*.

Also worth mentioning is an advertisement in which Kangana Ranaut embodied Goddess Lakshmi to preach the idea that 'Cleanliness is next to Godliness'.

Last but not the least is the campaign which features Amitabh Bachchan with the slogan "*Darwaza band to bimari band*", urging people to use toilets instead of defecating in the open. This advertisement also features Anushka Sharma encouraging safe and hygienic sanitation practices.

All these small campaigns and CSR efforts launched by different communities, organizations, MNC's are an initiative to support the *Swachh Bharat Abhiyan*. Therefore, *Swachh Bharat Abhiyan* makes extensive use of the different media – print media,

television, internet and social media, posters, pamphlets, hoardings for creating awareness.

Aims And Objectives

This paper analyses the role which media plays in the spread of the Swachh Bharat campaign. This paper aims to understand the role played by the media in the ground level application of the Swachh Bharat Abhiyan by studying the impact of the campaign on the public's attitude towards cleanliness.

Research Methodology

A random survey was conducted among 100 people. The questionnaire contains both open ended questions (ie. of the type 'yes' or 'no') and closed ended questions so as to have an understanding of what the respondents think about the *Swachh Bharat Abhiyan*. The respondents were randomly selected.

Data Interpretation

Almost 100% of the respondents know about the *Swachh Bharat Abhiyan.* There was not a single person who doesn't know about it. Thus we can say that the campaign has been able make a place in the mind of every person in the country. Also, all said that cleanliness and hygiene are very important for them. Around 30% people said that the campaign had not affected their personal attitude towards cleanliness as they were aware of such things even before the campaign was launched. A respondent even told that he/she used to dispose clean and dry garbage separately since long time back.

Around 85% people think that this campaign is helping in the development of the country. Around 70% of them said they came to know about it from the Television, only 35% said that they have read about it in newspaper. Around 34 % selected online media.

Whereas only 6% selected radio and 10 % said they have seen a poster or hoarding or wall posters about the campaign. The respondents were allowed to select more than one media.
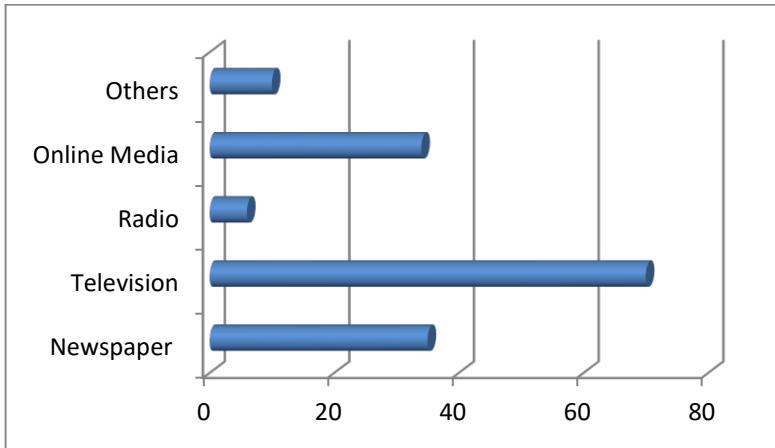
Illustration 1

When asked to mention the exact name of the medium, people who selected television could remember sources like *Kaun banega Crorepati*, *Tarak Mehta ka Oolta Chashma*, television advertisements, television serials and the movie Toilet.

Swachh Bharat Abhiyan and Bill Gates

"Congratulating the Indian government for "shining a light on sanitation", Bill Gates, Microsoft co-founder and co-chair of the Bill and Melinda Gates Foundation, said India now must build on the success of *Swachh Bharat Mission* by using innovations and technology to improve sewage processing capabilities and generate zero waste", reported Hindustan Times on 2 Oct 2018.

Recently Gates and Melinda Gates Foundation spent $200M on a revolutionary, waterless toilet technology. NBC News reported on 6 Nov 2018, "Microsoft co-founder Bill Gates unveiled a futuristic toilet at the Reinvented Toilet Expo in Beijing that doesn't need

water or sewers and uses chemicals to turn human waste into fertilizer. Bill gates compared the change from traditional toilets to waterless models as similar to development in computing around the time he founded Microsoft in the mid-1970s".

Bill Gates writes on his blog, "But giving people access to toilets isn't enough. You also have to persuade them to use the toilets. That's the second key to Clean India, and in some ways it is even harder than the first. People can be reluctant to change old habits."

He further adds, "Clean India has ingenious ways of tackling that problem. In some communities, groups of children band together to call out people who are defecating in 0the open and encourage them to use public toilets instead. In a pilot project that will be expanded next year, the government worked with Google so users in 11 cities could search online for the nearest public toilets, get directions, and read reviews by other users. On streets throughout the country, billboards remind passers-by of the mission. Stars from Bollywood films and cricket teams speak out on TV and radio. Even India's currency features the *Swachh Bharat* logo."

Conclusion

The appreciation of the efforts taken by the *Swachh Bharat Abhiyan* by Bill Gates represents that the cleanliness drive of India has been successful to gather interest not only of the Indian society but also gained recognition at the international level.

The adoption of the new technology of water free toilets showcased by Bill Gates at Beijing can further aid the implementation of the cleanliness drive in India. It can be a revolutionary product for the areas which face scarcity of water. This is a perfect innovation which can accelerate the effort of the *Swachh Bharat Abhiyan*, and prevent open defecation and contamination of the water bodies.

To conclude we can say that a lot of work has been done and a lot more work has to be done. "We focused on *Tantra*– setting up physical infrastructure and systems and ignored *Tatva* - the value to be inculcated in people. The focus should be on bringing about a behavioural change such that the implementation, sustenance, and future sustainability rely most on the people who benefit from the programme. This needs to cultivate ownership and accountability among people to make this programme successful." (Sinha, 2016)

The programme should create such a public awareness that people do not merely regard this as a government policy, but they should accept it as a public campaign. They should themselves be aware and regard this as a mass movement, of which they are an intrinsic part.

The attitude of the people towards this cleanliness drive needs to be changed. Through communication we can transfer an idea from the source to the receiver with the intention to change his behavior. However both mass media and face-to-face interaction is necessary to induce effective change.

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CHAPTER 3

Media: Biased or honest

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Media, as the word goes is the plural of medium which implies a channel through which flow of information or content takes place. Here lies the interpretations, biased interpretations etc. as to what is information and content. In the name of information or content, anything and everything goes out in the public domain which has the power to overpower even the most strong willed as it is laced with such classy intellectualism that even the most rigid audiences change their opinions after repeated exposures of such content which may be as good as fake news . It does not mean that every content coming out of media is like that but many times, this is the case. This form of media and the agenda guiding it was not much their till late 20th century, as the real competition in media business started in 1993 when Satellite Television started spreading across India and started taking shape in various forms and formats. Eventually, these television channels became 24/7/365 (24 hours per day, 7 days per week, and 365 days of the year) and everyone now is affected by media in some form or the other whether one admits to it or not. Moreover, print media also adopted innovations and added weekly editions, as well as daily supplements to the main newspapers, and magazines which used to be monthly or even quarterly, started weekly editions as monthly editions became obsolete due to regular availability of news as well as features and

analyses. Apart from all this, a large section of society literally never goes to the television or a physical newspaper and accesses the whole world on their mobile phones through unlimited internet data availability at a negligible or very less cost 24/7/365. A mobile phone which started as a device just to call and receive call as well as to send and receive message in the late 20th century has become a big small world enabling entire media to be accessed and the media to access anyone and everyone on the mobile phone. All these developments have brought the issue of media ethics right at the center of everyone's lives. Every stakeholder has played a role in this transformation and so has to take responsibility for transforming it back to an ethical level wherein media continues to function as a watch dog of society even after remaining an attractive business option. The dynamic stakeholder positions as well as certain unfolding progressions as well as future possibilities and responsibilities are discussed as below:

1.   *Government*: Since 1947, governments formed at the center as well as the states have directly or indirectly controlled media in their own way although every government claims of not interfering in the freedom of media operations. Policies, initiatives, scheme, etc. at all levels of government were and are being promoted by the media, even though all of these may not be in the best interests of some or the other section/s of society. It is rightly said that media in the form of news, advertising, promotion, public relations, and publicity are all tools of making people/masses aware of the beneficial aspects of government schemes meant for them. However, all such promotional tools rarely ignore the photograph/s or video/s of the leader/s in power shown in prominence and every other thing about the scheme/s in the background. Such promotions come out to be primarily promoting the leader/s of the times and explaining the benefits of the scheme/s have only secondary importance. If one feels that it will change with a change in government, it does not happen and the same thing goes on and on.

At the same time, it is often seen that the government of the day tries to arm twist media for sharing news, views or opinions critical of any of its decisions, either in the form of arresting some media person, or banning a particular channel or newspaper or website or its contents for some reason or the other, while when it was in the opposition, it was against these very actions of the then government in power. At the same time, certain media channels promoting the government for its schemes even though the schemes are not benefitting any section of the society, are given special favors by the government. It can be safely said that government uses media for its advantage, and media also allows itself to be arm twisted knowing well that at some other time, pliable government will come to power thereby making life more comfortable. So what, if the public interest goes for a toss.

2.   *Industry*: The word 'industry' is a monolith in a sense that it encompasses companies of all shapes and sizes catering to the requirements of end users as well as other companies through their products, services as well as after sales services. This very big section of society across the world which along with a dynamic and dutiful media has created a system of constant content creation around humans 24/7/365 making lot of people as good as slaves of certain companies. In simple words, it is easy to find constantly multiplying number of people becoming dependent on Google, Microsoft, Facebook, Apple, etc. through a constant support mechanism of favorable and regular news content provided by various media channels, and publications, online as well as offline. As late as early 1990s, media was generally not given importance as an industry per se, but thereafter, with the passage of almost three decades, media organizations in the form of satellite television channels catering to news, soap operas, reality shows, specialized culinary channels related to various foods of the world, travel channels and shows, etc. have spread across the world and our country is not any different. Every print media player has

added e-paper to its existing hard copy profile and found huge readership added up to it, besides developing advertising revenue options. As if this was not enough, social media companies are all over the world networking people with one another besides minting money like anything. These media houses are real business organizations having business interests as their priority, and transparency to the viewer, listener and reader is not a priority, whatever they say. All said and done, media is a big part of the industry thereby making its task of impartial and unbiased reporting on industrial developments very difficult. One can regularly find a series of television programs and newspaper as well as magazine articles in a pattern hinting at a clearly partial approach towards certain companies and against certain other companies. It makes one feels that the reporters covering or writing these on a regular basis are on the payrolls of such organizations. The story goes on and examples abound generating a suspicion in people about the so called honesty or impartiality of any media organization. Off course, every media organization and every media person does not fall in this category, but a majority appears to be doing so.

3.   *Media content receivers*: This is the entire humanity as no one can claim to be unaware and subsequently unaffected by what the media brings out. In our country also, viewers, listeners, as well as readers of any content across offline as well as online media accessing it on any media vehicle or device viz., television, radio, newspaper, computer, laptop, tablet, mobile phone etc are having their own agendas, which may or may not remain the same, and as citizens of an independent nation, they have a right to do so. There is no problem with their rights. The problem is also not there from those who analyze the content before deciding to go with it or not. The problem lies with the innocence of those sections of society which are not able to discern the agenda of the media and just believe what the media says or writes as content and dishes out

to them regularly. As a result of this, media and its vehicles literally control huge numbers of its audiences in whichever way they like taking complete advantage of this innocent and non-analytical section of society. It is very clear that people like us who use our experience, intelligence or wisdom in deciding to believe or not believe what the media puts in front of us, are having very less chance of getting dictated by media. However, we also may have become biased due to our experiences, which may be the biggest hurdle in us in accepting any change or new idea. On the other hand, there is a big number of audience across the world as well as our country who still hold media in a respectable aura and takes their word for granted. Although this number of audience appears decreasing with time, but still it is more than the critical and analytical audience as of now, and that gives a huge business model to all media and media vehicles, taking their game forward. It can be clearly understood by the fact that many audiences keep on viewing particular television programs, reading specific newspapers offline or online, and visiting particular websites continuously for years and rarely change their viewing habits or even shuffle these for a change. One of the major reasons for this behavior can be the conditioning of some such audiences by the content of these channels, programs, newspapers, websites etc. thereby making them captive audiences for decades. Loyalty is one factor, but becoming captive audience without any critical analysis of the offered content and not considering any other content is another aspect. As a result of this, viewership data regularly collated or collected through various channels, or program producers on those channels, or their affiliates gives huge numbers which work as strong points in their pitching for sponsorships for further days, weeks, fortnights, months, and years on and on. In the garb of this technical aspect, the content and its biasness in favor or against any government, organization etc. goes for a toss and a real but influenced data gets collected, forming the basis of further manipulation by the media houses or big program producers. A

simple example can explain this trend. In a specific case of Hindi News channels, we have Aajtak, ABP News, India TV, Republic Bharat, NDTV India, and numerous others which all Hindi News viewing audiences may be going regularly. This regularity of visiting same news channels and rarely going for any alternate viewing even for one day in a week explains this phenomenon of conditioning viewership towards a particular agenda. This goes on with Reality shows of all types, soap opera (serials) airing channels etc. At times, we find product promotions through television serials where either the product/brand is shown used across the program making it appear number of times as part of the storyline, thereby proving a running advertisement without the audience realizing it, thereby casting a strong impression on the audiences. On the one hand, such product placements are more effective than advertisements, and on the other hand these placements cost much less than full-fledged advertisements. There is another audience which may not be channel specific but producer specific, or program specific and for that when the program changes channel, they shift to that channel. There can be numerous types of audience classifications, and every type is subject to being manipulated to serve certain lobby, ideology, or corporate purpose.
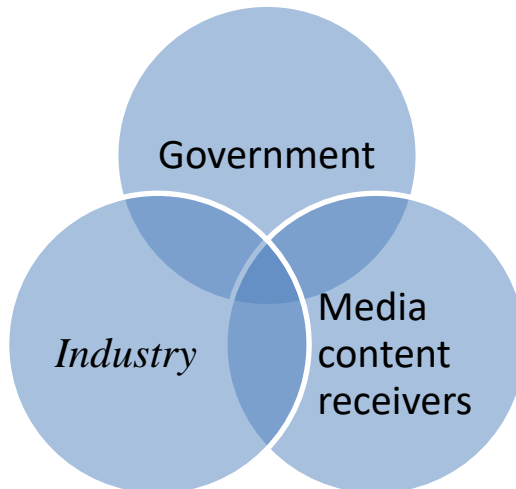
The above Venn diagram shows three important stakeholders having overlapping interest common to all, interest shared between any of the two, as well as exclusive interests of self which is the largest for all. It is this self-interest of these three stakeholders which drives their respective agendas. The diagram showing a common interest of all merging in the form of a very small area implies that such a section is in minority and that needs to be enlarged. It also implies that a big portion of audiences cannot escape the blame of becoming a part of a dishonest media by either supporting it/them due to their own agenda/s or letting things go without expressing any disagreement or objection perceiving themselves as a miniscule minority about which nobody cares. It is very easy to cry hoarse about media being dishonest, but as is said that charity begins at home, so is the case here. The audiences or masses or whatever name can be given to the public have all to become alert and develop ability to read between the lines and hear between the spoken words to decide whether to follow the media blindly or critically.

4. *Conflicts of Interest*: In every aspect of life, multiple interests conflicting with one another exist and so is the case of media also. Honesty, dishonesty as well as the oft repeated jargon of practical honesty become more loud and vociferous when either media organizations diversify into fields where conflicting interests come into play or when non-media players start media outfits as an extension of their business activities. Simple expectation of honest content or debate becomes suspect under these situations, notwithstanding all counter claims of media organizations. Simple examples can be debated here. Bennet Coleman India limited, publishers of The Times of India, besides other newspapers, magazines, as well as running many radio and Television channels along with Social media sites, venturing into higher education in the form of Bennett University may lead to suspicion in certain audiences about their honest reporting of

higher education activities in private sector, although they may claim to be totally honest in their reporting and coverage. Another example is the India Today Group starting with just one monthly magazine many decades back transforming itself into a monolith of multiple new channels, interactive /internet TV, social media sites as well as having online versions of all its print offerings including India Today magazine which become weekly long time back and is available in multiple languages also. This same group is running India Today Media Institute offering various courses related to media and allied fields. It is very difficult for audiences to completely believe their content, howsoever honest these groups project themselves. In other words, the ethical conduct of media organizations across languages, cultures, and geographies is debatable and a constantly alert, agile, as well as an analytical viewer, reader, and listener is the need of the hour.

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CHAPTER 4

Impact of Social Media on Indian Youth in light of Covid 19 pandemic- Some Insights

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Introduction

'Social Media is not a media. The key is to listen, engage, and build relationships'- David Alston

Today's youth is tomorrow's future. Every youth needs to be well equipped with the internet but the non-intending consequences that social media is having on the overall development of the youth is definitely a matter of concern for the world at large. In the contemporary scenario, more than sixty percent of the youth are active social media users and it is pertinent to note that anything one pays an utmost attention is bound to have an everlasting effect on them- be it positive or negative. The youths of this country should be using the internet to fine tune their potential, being well equipped with their skills and traits required to build a utopia for all. But, the worst part of the story is that it is used to destroy each other as reveled in various newspaper clippings and media reports. The social media serves as a double-edged weapon for the youth. On one hand, it is a must in today's era of globalization but on the

other hand, the detrimental effects of social media cannot be ignored as it paves the way for various ill effects in life. [1]

Social media causes insecurity and though it is the source of appreciation as often comments are awaited by posting pictures of amazing holidays and so on, but it gives rise to comparisons with the kith and kins thereby causing complexities in life, especially among the teenagers. They are always keen in the happenings of other's life. The present paper is an attempt to showcase the way social media acts as an epidemic in the lives of today's youth but, at the same time it acts as a life changing means as witnessed in many episodes of life. The main objective of this chapter is to analyse the diverse impacts of social media on the teenagers of the country and suggest the holistic means to make proper use of social media as it's constant use cannot be overlooked, being the order of the day.

Objectives of the chapter-

- **To provide an in-depth approach regarding the influence of social media.**
- **To analyse the various challenges of the social media on Indian youths.**
- **To develop a holistic approach on the impact of social media in the present context.**

Various Challenges of Social media platform on teenagers of the country- [2]

1. **Health-** This is another unnoticeable virus spreading among youth in the present times without anytime time frame to leave

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[1] Jaswinder Singh, Impact of Social Media on Indian Youth with special reference to Covid 19', International Journal of Innovative Technology and Exploring Engineering at pp. 493-494

[2] id

and this is transmitted among peers thereby leading them to abandon their own existence in the civil society. The constant use of social media is definitely going to have a negative impact on the health of the people, especially in the current phase of lockdown and restrictions on movements. The implications of the pandemic on overall well-being of the youth, be in terms of mental health or psychological wellbeing is really a matter of concern. The youths may speak out their heart in terms of psychological distress and become a silent prey to the disturbing feelings such as anger, fear and sadness. The youths are more prone to the difficulties in sleeping and eating and are engrossed in social media platforms for hours together ignoring all things happening around them. There are about 2.46 billion users of social media world-wide during 2017, it is estimated that 12 % rise will occur by 2019 and India has recently witnessed several incidents of these social media platforms which have made the lives of some teenagers worst.[3]

Holistic perspective

But, there can be no doubt that the social media also serves as an aid in difficult times. Several instances were reported in the times of pandemic where the social media was successful in providing ample treatments to the much needed patients when there was dearth of medical practitioners due to the full time covid duties. Online appointments and therapies have helped many patients to overcome their difficulties when physical contacts with doctors were not possible due to many unavoidable reasons. A constructive use of these platforms is certainly a healthy sign of development for the nation.

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[3] C. Lee Ventola, Social media and Health Care Professionals: Benefits, Risks and Best Practices, https://www.ncbi.nlm.nih.gov >pmc

2. **Education-** Social media is having a devastating effect on the youth and they are reluctant to purchase books or go through the hardcopies of the relevant materials available in the book stalls, when easy reading is possible by the click of a button. But, in many cases they have provide incomplete information and certain sites may not be updated. The teenagers find google to be most feasible than hearing from the mouth of a teacher. In this manner, there are enough chances that they may lose the capacity to comprehend things and develop their analytical skills. The students do not go through the details and adopt shot cut methods which paves an impediment in their developmental affairs. Many writers send improper information through their blog spreading wrong information which might lead the learners in a wrong path.[4]

Holistic perspective

But, it cannot be denied that today's learning scenario demands to be well equipped with latest technological methods for young learners and the pedagogies for the teachers without which they would not be able to match their abilities in and out. Moreover, in the present times of pandemic, there is a closure of educational institutions and without the MOOCS, Whatsapp, Facebook, Youtube and other online platforms like zoom. Webex, google meet, it would have been utterly impossible to carry out the teaching learning modes and the teens of the county would have gone into oblivion by engulfing darkness. So, latest technologies are the demands of the situation and proper use of technology would serve as a blessing to the county at large. The youths of the country should develop themselves in such a manner that they can adapt themselves to any situation at the time of crisis.

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[4] Covid 19 disrupts education of more than 70 percent of youth- ILO, https://www.ilo.org > news >lang-en

3. Social Relationships

In the era of globalization, the entire world has transformed into a global village. The displaying of family photos, introducing new members are easily done in digital platform. Moreover, it is seen that since the number of people were made limited in times of pandemic, the marriage ceremonies and other occasion were conducted via zoom and other apps. Even the India people settled in some parts of the country maintain their relationship via these digital platforms. They share their ideas and feelings through their texting and video calls.

Holistic approach

Proper use of social media will help foster better relationships but it should be borne in mind that the private life in made public via these platforms and so careful handling with close perusal is the need of the hour.

4. **Entertainment-** The role played by social media in entertainment industry is phenomenal. Social media users watch online movies, reality shows, play video games and keep themselves engaged in various means of entertainment. The youth are used to mobile phones and laptops and various video games like PUBG, wherein an instance of a boy could be cited who died while watching PUBG on 16th April,2020.

Holistic approach

The entertainment industry has been a blessing specially in times of pandemic when people had to confine themselves to their houses. Proper use of such channels helps learn many things like online users could learn dance, music and other instruments and keep themselves not only occupied but also made them well-equipped. Moreover, smart phones are used to play online games

and video games which keep the youth engaged specially during the time of lockdown but it should be used in a moderate manner.

5. **Mental Health and other diseases –** The mental health of adolescents are seriously affected by continuous use of these media platforms. The youths are suffering from obesity, thyroid and such other diseases at such a tender age and continuous use of these social media may cause damage to their nerve cells. Stress, depression are common these days and improper use of social media could enhance these detrimental effects.[5]

Holistic approach

The programmes providing valuable information with fruitful sessions however helps to develop a sense of critical thinking, introspection and so proper use of these platforms could help them enhance these tactics and the brainstorming sessions could help them improve their skills and build a better tomorrow for themselves.

Concluding remarks

Social media is an imperative tool of communication and the role of media in this contemporary world cannot be ignored.[6] The social media should be used in such a manner so that the brain waves of the adolescents comprising of beta waves in which the chief concern is activeness, alpha waves dealing with relaxation, theta waves meaning focused and delta waves meaning sleep and paving way for revival finds its route leaving no scope for the disruptions in individual minds. As rightly said- Knowledge is power but only if it leads to comprehension.

[5] Manikant Tripathi, Effect of Social Media on Human Health-Research Gate,https://www.researchgate.net

[6] Statement of Covid 19 & Youth, accessed from https://www.unccd.int > files

David Amerland quotes-

'Social media is addictively precisely because it gives us something which the real world lacks; it gives immediacy, direction, a sense of clarity and value as an individual.'

CHAPTER 5

Engaging Feminist Standpoint in Popular Culture: A Case Study of a Khasi Film.

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Introduction

Gender is a social construct not a biological one. It does not refer to the biological or physiological characteristics individuals possess at birth but refers to the socially constructed roles which men and women are expected to follow and enact. Gender is commonly used as a synonym for sex, referring to 'males' and 'females' classified according to genotypic differences and distinct primary and secondary sex characteristics. While sex describes the biological differences between men and women, which are universal and determined at birth, gender typically refers to the behavioral, social and psychological characteristics of men and women. In this way, the social characteristics that society considers proper for its males and females – masculinity or femininity is known as gender (Sen 2012: 2). Its concept includes roles, responsibilities as well as expectations held about the characteristics, aptitudes and likely behaviours of both women and men. Gender role refers to learning and performing the socially accepted characteristics for a given sex (Macionis and Plummer 1997:393). These roles and expectations are learned and acquired through the process of socialisation. In this way as West and Zimmerman (1987) implies, a person's gender is not simply an

aspect of what one is, but, more fundamentally, it is something that one does, and does recurrently in interaction with others. Rather than as a property of individuals, we conceive of gender as an emergent feature of social situations: both as an outcome of and a rationale for various social arrangements and as a means of legitimating one of the most fundamental divisions of society (West and Zimmerman 1987: 126).

Media and communications are a central of modern life while gender and sexuality remain at the core of how we think about our identities (Gaunlett 2008: 1). Since the mid-twentieth century, the media have become increasingly present in most individual's lives. Today, the media is among our most powerful agents of entertainment, information and socialisation. While older social institutions, such as the family, church, state and educational system still play important roles in our lives, the media has increasingly become a powerful regulator of individual behaviour and social practices. For as systems of communication, it is better able than other social institutions to produce and circulate images and messages that consumers use to construct knowledge and values. As it has become more ubiquitous in everyday life and thus plays a greater role in setting social norms, media may be said to be crucial even in the construction of gender ideologies and in gender socialisation. Gender is one of the many identities constructed in media culture.

Media is a powerful agent in disseminating popular culture in society today. Popular culture or pop culture refers generally to the images, narratives and ideas that circulate widely in contemporary culture. Raymond Williams (1983) identified four common uses of the term 'popular': that which is well liked by many people, that which is deemed unworthy or inferior, work deliberately seeking to win favor with people, and forms of culture made by people for themselves (in Grindstaff 2008: 207). What makes something

'popular' is its general availability to the masses and, from a social science point of view, it is usually something that we can consume (Trier-Bieniek 2015: xiv). In this way, popular culture is mass-produced commercial culture (Storey 2009: 6).

There is a close relationship between popular culture and gender for the very reason that popular culture has the power to put up a mirror to our lives and show connections between media, socialisation and identity (Trier-Bieniek 2015: xiv). Film and cinema are important sources of popular culture as well as commonly consumed forms of mass media. It is through film that social realities are mediated to its consumers and in the most effective manner, it maintains the diffusion of traditional gender roles, particularly and especially the female gender role. Research on gender and film has emphasised and brought to light questions about women's identity and representation. In fact media representations of women, then, were a central concern of the 'second wave' feminism of the 1960s and 1970s (Thornham 1998: 213).

The wave of Feminism in Film

Popular culture has responded in many ways to feminism. Film is one of the most common popular culture categories as well as a component of media (broadcasting) and its consumption can be seen extensively around the world. As has been noted that media is an agent of socialisation, the consumption of film has influenced its consumers and shaped their attitudes and ways of thinking about people, their self and society. Characters in films usually have clear goals, which we are expected to identify with (Gaunlett 2008: 117). We come to expect strong clear narratives, where the motivations of different characters can be identified (Gaunlett 2008: 118). An important aspect in this regard is the construction of gender and gender ideologies. In an effective way, film maintains the diffusion or dissemination of both male and female

gender roles. Popular media in the form of film and cinema offer images of characters of what would constitute the position of men and women or what would constitute the masculine and the feminine. This can be rightly said especially in regard to traditional female gender roles. There has been an onset of positive indications that feminism is alive and well in popular culture (Trier-Bieniek 2015: xiii).

Feminist Film Theory

The Gaze theory

A central concept within feminist theory and popular culture is "the gaze" – the realization of being seen and interpreted by others and adjusting one's conduct accordingly. Stated differently, the gaze represents the notion that something happens inside of us (within our cognitive and psychological processes) when we become conscious of other's observation of us, and that we often alter our physical presentation, language, demeanour and behaviour in response to such changes. When the gaze is applied to settings where women feel observed, assessed and judged primarily on their physical appearance by others, predominantly heterosexual men, the analyses becomes one of the "male gaze" (Moe 2015: 1).

Discussion of the concept of the gaze has been contributed by intellectuals and theorists such as Jean Paul Sartre (1958), Michael Foucault (1975) and Jacques Lacan (2006). But it was Laura Mulvey (1975) who, during the time of the second wave women's movement, brought about the notion of the 'gaze' while recognising gender asymmetry within the visual arts and entertainment industries, i.e. on film and cinema. According to Mulvey, the eye is the cinema's privileged organ; cinema is a visual medium in the first instance and is able, therefore, to build the pleasure of looking (of the 'gaze') into its narrative structures

and conventions. Feminist film theory has used psychoanalytic theory to underline these points, emphasising not only that looking is central to cinematic pleasure but that the pleasure of looking absorbs and maintains pre-existing biological or literal definitions of masculinity and femininity. As women in film are popularly presented in ways that would appeal to others (notably heterosexual men), such portrayal is primarily seen to be aesthetic in nature. In time, women become accustomed to hegemonic views of their physicality and sexuality. As a consequence of this, they may look at themselves through the eyes of the heterosexual men. In this way, the gaze is seen to be internalised, particularly the male gaze.

Feminist Standpoint Theory

One of the theoretical approaches feminist researchers take as a tool to combat patriarchal foundations and critique existing research methods is to argue for a feminist standpoint, a theory used to state the importance of women's voices being brought to the forefront (Trier-Bieniek 2015: xxiii). The intellectual history of feminist standpoint theory is conventionally traced to Hegel's reflections on what can be known about the master/slave relationship from the standpoint of the slave's life versus that of the master's life. In this way, a social history of standpoint theory would focus on what happens when marginalized people begin to gain public voice (Harding 1992: 442). The starting point of the standpoint theory is that in societies stratified by race, ethnicity, class, gender, sexuality, or some other politics shaping the very structure of a society, the activities of those of the top both organize and set limits on what persons who perform such activities can understand about themselves and the world around them (*ibid*: 442). In contrast the activities of those at the bottom of such social hierarchies can provide starting points for thought. Women's lives can initiate inquiries into new, critical questions

about not only their own lives but also men's lives and most importantly, the causal relations between them (*ibid*: 443).

Today film and cinema are on the path of becoming more 'female centric'. In this regard film and cinema are taking upon an exercise in the feminist standpoint, or presenting women's stories from their own points of view (Trier-Bieniek 2015: xiii). The standpoint of women in film is being acknowledged and such an endeavour also generates an attempt to influence and empower women as a whole. In this manner, women are seen to gain agency.

Research Method

For the purpose of arriving at the analysis of the selected film, the method of content analysis has been used. In essence, content analysis is the analysing of messages from various forms of media to make inferences; it is suited for studying popular culture, as the goal is to develop inferences from various forms of media like books, songs and movies (Schutt 2012). The choice of the film to be studied in this paper is based on the fact that it is centred on the female character and her story which reflects on issues and challenges that women face in general. The film states the importance of bringing women's voices to the forefront and hence is an exercise in the feminist standpoint. Consequently, it demonstrates the ability of the woman to gain agency by breaking away from socio-cultural boundaries and challenges.

Content analysis of '*Onaatah*'

This section will present the content analysis of the film by locating its central themes as discussed in the light of a specific cultural and social context. An effort will also be made to understand some of its themes from the two theories discussed earlier. In order to make the analysis more structured, certain categories thus have been chosen for analysis – violence, sexuality,

agency and representation

I. Violence

One of the main themes of the film is gender-based violence of which the victim is exclusively the woman. While it has been loosely remarked and perceived that women in north-eastern states are comparatively more empowered than other states in the country, the film shows a different scenario altogether, depicting a form of gender bias in the same especially in a matrilineal society such as that of the Khasi. Rape, molestation, abduction and kidnapping of women, cruelty by husband and relatives are the most common type of crime and violence against women in the state. The most rampant of all the type of crimes confronted by the women in the state is rape as it is recorded the highest (Jamir and Warjri et al 2014: 103). The table below indicates the total number of cases related to occurrence of rape and attempt to commit rape in the state over the years, from 2007-2019:

Crime	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Rape	82	88	112	149	130	164	183	118	93	190	119	80	88
Attempt to commit Rape	0	0	0	0	0	0	0	26	23	15	20	17	14

Source: Website of the Meghalaya Police, Government of Meghalaya

This brings us to question the fact that a matrilineal society, which places a high value on women and which is popularly thought to have equal roles set for both men and women, could breed violence against these same women.

The implications of rape in the Khasi society have changed over

the years. According to Lyngdoh (2016), in the past the usual remedy for rape was to force the rapist '*ban ri*', that is, to take the victim as his wife and maintain her if he is unmarried, or to beat him severely and impose a fine if he is married. In both cases there was no observable social stigma attached to the victims of rape. The reason for this was because of the fact that the birth of children is important in the Khasi society in order to ensure continuity and maintenance of social membership in the clan. So victims of rape would just accept the status of motherhood. There is no agency in the woman to make choices for what happens to her body. Rape as a violent act in itself seizes a woman of her sense of 'self' and imposes motherhood on her, which she initially did not consent to. In this way, the woman is seen to be deprived of her agency seeing that she is weighed down with the responsibility of continuing the clan. In contemporary times however, we notice an added question of social stigma attached to the act of rape.

The film '*Onaatah*' is based on the underlying phenomenon of rape that is increasing in the Khasi society. In the film, four men are the perpetrators of rape against a young unmarried woman by the name of *Onaatah* who is a nurse. The incident happens at night as she walks alone along a quiet road, her reason being, that an urgent situation had come up where she had to go to the clinic to get some medication for a patient. The film is set in today's modern times; it centres around and focuses on the social stigma, psychological and emotional trauma of rape, as *Onaatah* is seen to be lamenting what has happened to her. She feels that her life has ended. She expresses that "*A rape victim is already dead to society*". As a victim of rape she is exposed to multiple questions, stares and even accusations from people, with her fiancé, Peter, being one of them. She says "*People blamed me; they said I was wrong for taking a quiet road. Being a nurse could I deprive someone from getting medication*?" Despite these unfortunate circumstances, she does seek justice. Even after justice has been served, she still feels as if she is living a life of imprisonment and darkness. She feels suffocated as people continue to probe and ask

questions. Within this context, it can be examined that in modern society with its extensive politico-legal structures, the woman can seek to address wrongs done to her and also get justice, however at the same time, the shift in the value systems of a traditional community to the mental attitudes of the growing urban community disempower her. For instance, people often tend to blame the female victim, suggesting that she asked to be raped, deserved rape or was not really raped (Burt in War and Albert 2015: 360).

II. Sexuality

In India there seems to be a culture of silence surrounding matters of rape and violence against women. When this culture of silence prevails in modern society, even if the victim has access to seek justice she may not be able to do so; she is being silenced rather than spoken for. At the same time, gender implications become more pervasive when a man is exonerated from persecution for rape if he marries or even offers to marry his victim. While the practice is not legally recognised in India, it is still backed by the legal structures - the police, the courts, the family all pressuring the rape survivor to accept the marriage. It is carried out in order to 'protect and safeguard' the victim and her family from the stigma and shame attached to rape, to maintain family honour and also to maintain and ensure marriage prospects for the victim. Such mentality or the culture of silence as a whole exemplifies that the idea of a woman's sense of self worth is inextricably tied to her sexuality. This mentality in particular and the silencing of rape as a whole also presents a stark reality in contrast with the seemingly empowered Khasi matrilineal social context as well.

Sex and sexuality are not openly discussed in Khasi society (War and Albert 2013: 355). Khasi culture is usually silent about matters pertaining to sexuality, especially about how virginity is viewed. So far as rape is concerned, before the advent of modernisation of the society, no adverse social stigma was attached to the victim as

had been discussed earlier. However the same is not shown in the film, because *Onaatah* feels shamed and that shame comes from her feeling of being defiled due to the rape. She is seen to internalise the notion of 'sexual impurity'. Upon '*Duh*', who is the male lead of the film, expressing his love for her, *Onaatah* is taken aback and becomes defensive; she feels she does not deserve the right to love or be loved anymore and says to him that if he knows her reality, he will not choose to love her. As she has tears in her eyes, she says, "*All of this love will vanish, you will cringe. All this love means nothing. I am a rape victim. Do you know that? And not one, there were four of them. I was raped by four men! Do you know that*? These lines clearly depict *Onaatah's* internalisation of the "social construction of virginity" which actually has major underpinnings in Western or European societies. Virginity loss, particularly for women, implies a life change- sexual as well as a social transition; people attach diverse meanings to these transitions and such meanings are usually socially created. The idea that virginity (or loss thereof) can profoundly affect women's lives is certainly nothing new. As noted by Valenti (2009), the reason lies in the fact that the notion has always been entrenched in patriarchy and male ownership. Men or male-led institutions have always been the ones that get to define and assign value to virginity (which is different for men and women). For men it is about establishing paternity and for women it is about their sexuality seen as a commodity. This is the reason why loss in female virginity, especially as a result of rape, means that women tend to feel as though they have lost something prized by society. Valenti (2009) goes on to say that women would be referred to as "damaged goods – because they were literally just that: something to be owned, traded, bought and sold. In the film, the fact that *Onaatah* thinks her life is stained, her image is tarnished and that she is not pure and not good enough to experience love anymore, illustrate the thoughts and feelings that are socially constructed and that have also been accepted and acknowledged by her. She is

thinking in terms of the societal value placed on a woman's dignity and self respect being tied to her virginity that not being a virgin anymore defines her and tags her as 'impure'.

III. Agency

Agency in sociology refers to the ability of individuals to act independently and freely in the social world. "Agency" stands for the freedom of the contingently acting subject over and against the constraints that are thought to derive from enduring social structures (Loyal 2012: 1). The subjects of empowerment, decision making and participation are certain themes in the film related to agency.

Despite the suffocation she feels from the accusations made against and questions asked to her on the rape incident, *Onaatah* feels the need to get justice. She chooses to go forward with filing the case against the perpetrators even against the wishes of her fiancé. She says, "*What do they expect? I will falter and say something else?*" These lines show her agency in being able to seek justice for herself, through her willingness to fight at the moment. There is agency in her ability to see her life through her own perspective and in making her own decision to seek redressal for the wrongs done to her; such ability is thus seen to be empowering. In order to get away from the societal pressure and baseless accusations levelled at her, *Onaatah* goes to her uncle's village to visit and stay with him for a while. While she is there, she comes to find herself and attains peace of mind. In the village, agency is also seen in *Onaatah's* desire and ability to aid people in the village – she is seen helping an alcoholic in the village address and remedy his drinking problem, she is seen providing emotional support to a neighbour, *Dariti*, after the latter finds out that she is pregnant. She is not actually approached for these problems as she does not belong to the village, but the fact that villagers listen to her and willingly accept her suggestions displays agency. A scene

from the film is shown where she reprimands everyone (young and old) at the funeral of '*Bah Dondor*' an elderly man in the village who is referred to as "the body" (as if he has lost identity due to death). This part is important to take note of, especially in the politico-jural context of the Khasi matrilineal society where women are not favoured, or easily given access to speak out in public spaces. As Nongbri notes, although there are no formal laws which prevent Khasi women from holding public office, they are not allowed to hold important office within the traditional village and 'state' *durbars* (customary administrative and judicial councils). A woman who dares to voice her opinion on public affairs is regarded as a "hen that crows" – a freak of nature (Nongbri 1988: 75). *Onaatah* creates an egalitarian space through her actions by demonstrating her ability to speak not only for her own self but also for others. She seems to have and gain agency also in her decision to leave her fiancé, when she realises his unwillingness to be with her. She says, "*He is like any other illiterate man who blames me for whatever has happened. He left me when I needed him the most. I no longer want to continue this relationship*". In a society where marriage is not only regarded as an important social institution, but a significant time in the life of a woman, *Onaatah* displays strength in making the decision to let go of a prospective marriage partner. This is remarkable more so because the act of violence carried on her does damage her sense of self-worth, but not her strength to fight back against what she regards as right, when she internalises the 'reality' that no other man would want to be with her due this inflicted 'state of impurity' she is in. Finally, agency is shown at the last scene of the film, when *Onaatah* goes back to the village and she finds that she may be able to see her future life in the village with '*Duh*', implying a new found ability to make positive choices for herself again. It is also interesting to note that in the film, the perpetrators of violence against the female protagonist are men, but then again men (*Duh*, her father, *Bah Dondor*) also act as medium in helping her be at

peace with her life and thereby gain agency.

IV. Representation

The film shows two social settings – urban and rural. The female protagonist is represented differently in the two settings. Given that gender-based violence is the theme of the film, the reactions of the characters to the same vary differently in urban to rural settings. We can look at the depiction of *Onaatah* in both settings and from the viewpoint of the 'gaze'.

A scene in the film shows *Onaatah* standing in court, head bowed down, covering herself with a shawl as she narrates the details of the rape incident and how she faces stigma, shame, accusations, questions and stares from people. This shows her subjection to the 'gaze'. In fact, the very act of rape itself is the result of the 'male gaze'; being a woman she is objectified sexually by the perpetrators of the violence. Another scene which shows the implication of the 'male gaze' is when *Onaatah* shares a taxi with a man she knows, who comments and asks questions regarding the incident. He says to her, "*So you have become famous. However actually, you should not have given your name in the newspaper. Now everyone is talking about you. What has the world come to? It is really sad. Our men are so influenced by films and technology. These things are very bad. I heard an NGO offered you a job. How much were you offered as compensation?*". In the urban setting the 'gaze' subjects *Onaatah* to a state of victimhood. As she realises how she is being seen by these people around her, she cannot not help but actually accept it and internalise the shame and the stigma set around her. She feels ostracised and considers her life as being ruined. Such feelings lead her to behave in a way that shows how she is seen and looked at by others, as 'dead to society'. In this way a scene is shown where she makes an attempt to commit suicide and end her life once and for all.

We use the 'gaze' as a context in understand its role in perpetuating the increasing growth of incidences of rape in the urban context. According to Vanderschueren (2000), women in urban area are twice as likely as men to experience violence, particularly in developing countries. According to the NCRB report (2018), in 15972 cases of rape out of a total of 33356 cases in the country, the offenders were family, friends, neighbours, employer or other known person of the survivor. More than fifty percent rape cases in 2018 were in the age category of 18 – 30. We notice this incidence in the film as well. One of the perpetrators of rape against *Onaatah* is a friend from college. She falls under the age category 18-30, in an urban context, stepping out of her house to earn a living for herself. The circumstances for women today enable her to step outside her home to earn a livelihood. As an empowering ability in itself, this search for livelihood also puts her at a risk of facing violence. Many women face social disapproval for staying out late in the night and hence are expected to be home early to ensure their safety from an evil eye preying on her at night. Such risks that women face are particularly intense in developing countries and a matrilineal society like the Khasi is also not exempt from it.

The setting in the village however shows a different representation of *Onaatah*. She is not seen by people as a 'victim' or as shameful to society. She is seen as a whole person and is treated as such, despite them knowing the circumstances in which she visits the village. Upon returning from the village, she talks to her father about the people, she says, "*I had no idea that all of them knew about me. But nobody uttered any word, not even once. They made me feel like I was part of them*". In the village, the "gaze" does not objectify her. She is seen and interpreted by others in a different way than the urban setting and as she realises this, her behaviour and conduct are adjusted accordingly and thus changes. She finds the freedom to express herself in ways she could not in the urban

setting. **S**he gains agency to take control of her life once again. She is also represented differently in terms of her physical appearance; in the village she no longer feels the need to cover herself in dull attire and in addition, finds mobility and the ability to move freely and alone in the village. On the other hand, she could not do this in the city as she mostly never leaves the house, isolates herself from people and thus detaches herself off completely.

Conclusion

Rape as a form of gender discrimination classifies as a violent humiliation of a woman's sense of self. It often happens because it acts as a means to control the autonomy of a woman in living an independent life. The film seems to reflect this reality, which is true even in the case of the matrilineal Khasi society. The Khasi matrilineal society may be egalitarian only in some aspects, but gender implications discriminatory to women prevail in this type of kinship system too. Even though the modern world promises and to a degree espouses women to enjoy a higher degree of mobility and more opportunities to earn a livelihood to be self-sufficient, this also increasingly situates her at a higher risk of facing violence. This statement does not undermine the incidences of rape that happen within the family and personal spaces since the attempt was to analyse the Khasi society under the context of the film. Our contention was to also bring forward two arguments. By means of the film engaging the feminist perspective and standpoint, there is a need to expand the definition of justice for women from merely retributive justice to other social aspects. There has to an effort to firstly enable women autonomy and freedom of mobility in public places without the need to fear violence and secondly, the agency to make independent life choices without being burdened into social responsibilities and bound by gender norms and dispositions.

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CHAPTER 6

Parental Awareness in cultivating online safety Among Adolescents

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Introduction

The promptness with which young minds are gaining access to the internet, convergent, mobile and networked media is exceptional in the history of technological innovation. Parents, teachers and children are gaining access to, learning how to exploit, and finding a rationale for the internet within their daily lives. Government offices, schools and families – are searching for ways to expand online opportunities while reducing the risk of harm associated with internet activity. According to the state-level data from the "House listing and Housing Census", released by state Planning Commission, only 10.6% of homes had a computer or laptop, while 6.4% of these households did not have access to the internet. Chennai had the highest (32.2%) number of households with computer/laptops but internet-connected computers were an unimpressive 20 per cent.

Varied and determined efforts are in progress in many countries to endorse digital technologies in schools, digital participation and digital literacy. The number of families which have become aware of this advantage is significant. New prospects for learning, contribution, creativity and communication are being

investigated by children, parents, and school personnel. This study attempts to identify online opportunities and risks allied with the use of internet by the adolescents within the social mediation context.

Adolescents gain access to the internet before an infrastructure of awareness-raising, parental understanding; regulation and safety protection are in place. So, while the widely accepted fear that the internet is dangerous to all adolescents, has not been backed up strong evidence, still there is some justification for concern. Additionally, to justify the popular expression of 'digital natives', many adolescents still are short of resources to exploit the internet or to develop vital digital literacy skills. Hence, it is necessary to persuade and facilitate the confidence of the adolescents in the use of internet. Thus it is challenging for both parents and educational institutions to achieve a balancing act between promoting unlimited internet opportunities which may expose the adolescents to online risk, overly limited access to minimize risk which may reduce learning opportunities.

Objectives of the Study

The basic aim of the study is to explore the awareness of parents towards the safe use of the internet among parents, about internet security to raise the level awareness of parents and their children about internet security threats while they are online. There are some questions around the research that the study will discuss in the results section in order to investigate the aim of this study:

• Do parents have knowledge about their children' internet use?

 • How is parents' awareness towards the safety usage online?

 • Are there differences between mothers and fathers' awareness towards the safety usage of internet

Review of Literature

James Paul Gee. (2010) had focused on the role and impact of parents on the internet use at home. The study had surveyed 533 parents of children in primary school. Regression analysis had been applied to study the relationship between parenting styles and actual Internet usage of the children. Parenting styles had also linked to level of parent Internet usage, Internet attitude and Internet experience. Parenting styles also had significantly affected child Internet usage. The highest child usage level had been perceived when parents had adopted a permissive parenting style; the lowest level had been observed when parents had adopted an authoritarian Internet parenting style. The variables Internet parenting style, parent Internet behavior, and parental educational background had significantly predicted Internet usage of children at home. They also had described four types of internet parenting:

1. The permissive parenting style is reflected in parents who do not put forward explicit boundaries. They refrain from confrontations with their children. They give in to what their children ask and follow their ideas and will. They invest in parental warmth, but hardly give guidance.

2. The laissez-faire parenting style is reflected by low levels of control and low level of involvement. They do not reflect a supportive or restrictive attitude towards Internet usage of their children.

3. The authoritative parenting style is reflected in parents who set forward clear rules. These parents do not explicitly limit behaviour, but expect their children to be responsible and behave in a self-regulated way. They rather put forward practical rules; e.g., in relation to Internet timing.

4. The authoritarian parenting style is reflected in parents who ask for unconditional obedience and following rules without explanation. They hardly discuss Internet issues and are not open to dialogue about Internet access. They insist on accepting their perceptions about Internet usage.

Valcke. M, DeWever. B, et al (2011) had presented a structured overview of Internet risks and had summarized approaches to foster safe Internet behaviour. Based on a long-term cross-sectional study, the Internet usage of young children had been researched and the focus was on contact risks and content risks. A multi-stage sampling, a total of 10,000 pupils of 4th, 5th, and 6th grade of 78 schools in Flanders had been involved in this study. Based on exploratory factor analysis, An Unsafe Internet Usage Index (UIUI) had been calculated. The average results had pointed at a rather low level of unsafe Internet usage. But these average results had hidden between-subject differences and a number of children had clearly reflected risky unsafe Internet usage. Also, no consistent reduction in unsafe Internet behavior had been observed over the years. Parental and teacher control had hardly increased, and hardly had seemed to impact the level of unsafe Internet behavior.

Laura M. Padilla-Walker, Sarah M. Coyne, et al. (2012) had examined how parents' use of restrictive and active monitoring and deference had changed over three years. They had examined both adolescent and parent characteristics as predictors of initial levels of media monitoring, as well as change in media monitoring. Participants had included 276 mother–children; Mothers' proactive media monitoring was measured at time 2, 3, and 4 using six proactive parenting items regarding media. These scales had been used in research with adolescents and have shown adequate reliability and validity. As the primary aim of the study was to examine how media monitoring (including restrictive monitoring, active monitoring, and deference) had changed throughout the

early- to mid-adolescence. To examine this aim, latent growth curve analysis had been conducted using Analysis of Moments Structure (AMOS) software. Latent growth curve analysis had revealed that restrictive and active monitoring decreased over time, while deference had increased. In addition, both adolescent and parent characteristics had been predictive of initial levels of all three types of monitoring, and of change in restrictive monitoring. Active monitoring had been the most common approach in the first and second time points, while active monitoring and deference had been equally common by the final time point.

Theoretical Framework Guiding Study was Ecological Theory of Human Development Bronfenbrenner was a psychologist who was born in 1917, he developed the ecological theory of human development, he analysed five types of systems that aid in human development, they include:Micro system, Mesosystem, Exosystem, Macro system and Chrono system. All this system as Bronfenbrenner stated have rules, norms and at the same time roles that shape development of human beings. These environments have bi-directional influence.

Methods and Respondents

The primary data for the research study was collected through a structured questionnaire distributed to the respondents in Chennai.The validity of the questionnaire was tested by fixing three judges belonging to different fields and modifications were made keeping theirs suggestions in mind.Smith (clinical psychologist) - Lazar K.C (Psychiatric GSCC- London) - Shankar Kumar (Secretary Indian Cyber society). A pilot study was conducted and based on the analysis few modification was made on the Questionnaire.A list of schools in Chennai district (included in the list are middle, high school and higher secondary school adolescents residents in Chennai,) obtained from DPI (Directorate

of Public Instruction) was finalized. The sample consisted of 350 school adolescents from middle class to upper classes of higher secondary school in the age group between 10 to 17 years are considered. Stratified Sampling was conducted as board of studies as stratum.

Bede's	Kendra	Rosary	ChennaiSchool	Santhome	Samples
Anglo Indian	CBSE	Matriculation	Corporation	Private School-Aided	05 schools
274	177	297	128	156	**1032**

Finally, 336 students were taken into account for analysis. The response rate for the present study is 97 per cent.

Data Analysis

Research has long examined the role of parents in relation to their adolescents' media use, typically distinguishing (i) co-use – the parent is present, even sharing the activity with the child, (ii) active mediation –the parent talks about content (e.g. interpreting, critiquing) to guide the child, (iii) restrictive mediation – the parent sets rules that restrict the child's use (e.g. by time or activities), (iv) monitoring – the parent checks available records of the child's internet use afterwards and (v) technical restrictions – use of software to filter, restrict or monitor the child's use.(Livingstone, Sonia &Helsper, Ellen, 2008)

The *survey* asked adolescents about several types of mediation practiced by parents. In practice, it is difficult to distinguish co-use from active mediation, since sharing an activity generally involves talking about it(Lynn Schofield Clark, 2011). Thus, in the present analysis they were joined together, instead distinguishing 'active mediation' of internet use in general and active mediation of internet safety in particular (Livingstone, Sonia

&Helsper, Ellen, 2008). Together these reveal the main sources of support available to adolescents.

Parents

Previous studies have revealed a considerable generation gap, with parents reporting more mediating activities that are recognized by their adolescents.(Livingstone, Sonia &Helsper, Ellen, 2008) This gap has, in turn, been interpreted as a sign of the barriers to parents' taking responsibility for their adolescents' internet safety – whether because parents and teenagers find it difficult to talk to each other, or because parents feel ill equipped to understand the internet, or because adolescent's fiercely guard their privacy online and so evade parental oversight.

Note that questions about active mediation of use and safety practices are asked of all adolescents'. Questions regarding parental technical tools are asked only to adolescents who use the internet.

Table 1: Active Mediation by Parents

Age		Talked about internet			Sit with you (watching)			Stay nearby			Encourage			Activities shared		
		Mother	Father	Brothers/Sisters	Mother	Father	Brothers/sisters	Mother	Father	Brothers/sisters	Mother	Father	Brothers/Sisters	Mother	Father	Brothers/Sisters
10-11		73(6%)	75(6%)	37(2%)	49(7%)	45(6%)	38(6%)	40(4%)	38(4%)	44(5%)	68(5%)	77(6%)	30(1%)	47(7%)	38(6%)	32(5%)
12-13		178(17%)	165(16%)	135(13%)	123(18%)	99(16%)	117(18%)	119(18%)	96(15%)	119(18%)	159(17%)	149(16%)	111(12%)	131(16%)	106(13%)	128(16%)
14-15		112(11%)	104(10%)	120(12%)	66(7%)	43(5%)	93(12%)	47(8%)	44(5%)	81(14%)	120(13%)	136(15%)	101(11%)	70(10%)	66(9%)	98(13%)
16-17		32(2%)	27(2%)	41(3%)	12(1%)	20(2%)	21(2%)	23(2%)	19(2%)	35(4%)	37(2%)	31(1%)	32(1%)	16(2%)	11(1%)	15(2%)
Gender	Boys	191(18%)	198(18%)	180(15%)	122(18%)	94(9%)	144(21%)	100(15%)	87(9%)	138(20%)	217(20%)	232(22%)	151(14%)	128(17%)	111(15%)	133(17%)
	Girls	204(21%)	173(16%)	153(12%)	128(19%)	113(14%)	125(19%)	129(19%)	110(17%)	141(20%)	167(18%)	161(15%)	123(11%)	136(18%)	110(15%)	140(18%)

Q: Does your parent / do either of your parents sometimes *(Multiple responses allowed)* Base: All adolescent's who use the internet.

The above table (1) reveals that most mother talk to their adolescent's about what they do on the internet (39%), making this the most popular way to actively mediate adolescents' internet use. The second most popular strategy followed by mother according to adolescents is to encourage them to explore (38%).Thirty five per cent of mothers share activity with the adolescents. Sit with the adolescents (37%) and stay nearby (34%) are the least strategies followed by mothers according to the adolescents. Most adolescents say fathers encourage them to explore (37%) on the internet While 34% of the adolescents say that their fathers talk about internet which makes it the second most popular strategy of the fathers and the other least common strategy followed by the father is to sit with them (23%), stay nearby (26%) share activity together (30%). Thirty three per cent say that their siblings talk to them about internet and that the most popular strategy followed. While the second popular strategy followed by the siblings are sit with them (40%) while the other strategy receives equal importance by staying nearby (40%), encouraging to explore(25%) and sharing activity (35%) overall. From these strategies one can easily conclude that there is a fair amount of general positive mediation taking place.

In addition to active mediation, which both enables opportunities and enhances safety, parents have long been advised to set rules or restrictions in order to manage their adolescents internet use (Livingstone, Sonia & Helsper, Ellen (2008)). These may be simple restriction – telling the child they are not permitted to undertake a particular online activity - or the child may be permitted to do that activity only with permission or under supervision (Melissa Wells. 2006) Both these were treated as measures of restrictive mediation, compared with adolescents for whom no restrictions apply (Table 1).

For the internet in particular, 'parental tools' have been developed as technical solutions to the challenge of parental mediation (Roger Boshier & Yan Huang. (2010). Then the adolescents were asked if the parents used any technical means to monitor what they do online (Figure 1).

Figure 1: Technical Mediation Practiced
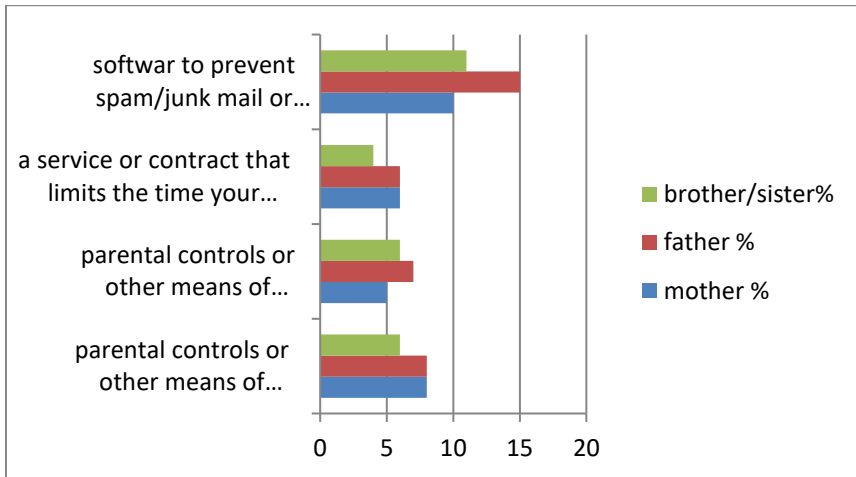
Q: Does your parent / do either of your parents make use of the following? Base: All adolescents who use the internet at home.

The major form of technical intervention, occurring in nearly three quarters of households does not relate to safety concerns but rather to security, being used to control spam and viruses (Figure 1). Still, roughly less than a quarter of parents blocks or filter websites (8%) and/or track the websites visited by their adolescents (5%).

4.4.1.2. Judging Parental Mediation

It is possible, although difficult, to determine whether parental mediation works in the sense of reducing exposure to online risk or experiences of harm (Mitchell, M.E., Lebow, J.R., Uribe, R., Grathouse, H., Shoger, W. (2011)). More

straightforwardly, although less objectively, one can also ask adolescents' for their judgments. The survey asked adolescents' to reflect directly on the role played by parents and to throw some light on what seems to work and, if not why. In future analysis, the statistical relations among parental knowledge of the internet, parental mediation and adolescents experiences of will be examined. Thus the survey asked adolescents whether parental mediation activities are generally helpful or not.

Table 2: Helpfulness of Parental Mediation

Age		Yes a lot	Yes a little	No
10-11		53(6%)	65(7%)	69(7%)
12-13		111(12%)	111(12%)	174(20%)
14-15		69(7%)	93(10%)	100(11%)
16-17		20(2%)	21(2%)	39(4%)
Gender	**Boys**	121(13%)	161(17%)	202(22%)
	Girls	138(15%)	129(14%)	176(19%)

Q: Do the things that your parent does/parents do relating to how you use the internet help to make your internet experience better, or not really? Base: All adolescents who use the internet

Table (2) indicates that Adolescents' consider parental mediation helpful to some degree, it seems. Over two thirds of adolescents (70%) say it helps a lot or a little. The group of 10-11 year olds are more positive about parental mediation since it is very helpful in the context of their lack of skills. Generally, adolescents agree in their evaluation of parental mediation, although teenagers (13-16) are a little more critical stating that it does not help. Not much gender difference is found.

Figure 2: Parents' Knowledge of their Adolescents' Internet Use
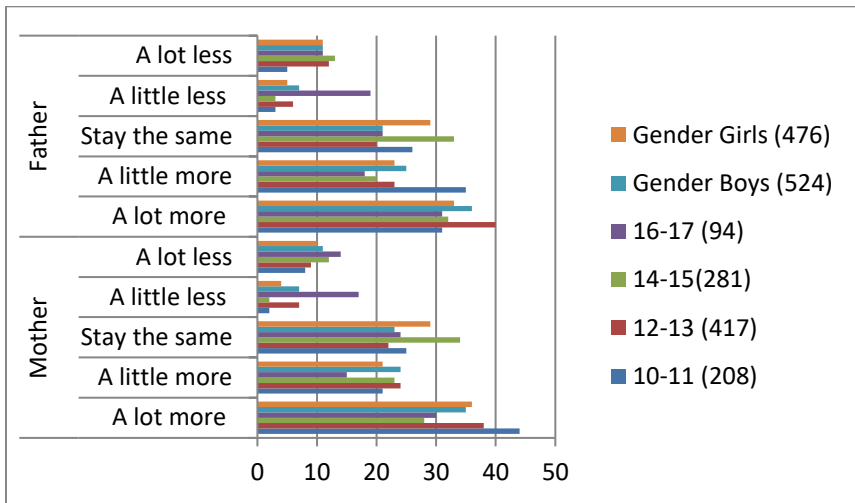
Q: How much do you think your parent(s) knows about what you do on the internet? Base: All adolescents who use the internet

Figure (2) shows that half the adolescents (52%) think that their father and 43% of their mother know a lot or quite a bit about their adolescents internet use, and equally 38% of their father and 57% of their mother knows little or nothing. Younger adolescents are more likely to think that their parents know more, in line with the finding that parents mediate their experiences more than teenagers. Girls are a little more inclined than boys to think that their parents know a lot. The balance between well-judged parental intervention in the child's internet use and trusting the child to deal with online experiences themselves is difficult for any parent. Not all parents may feel confident that they can help the adolescent deal with anything on the internet that bothers them. And the parents may feel that their adolescents children are capable of coping with their online experiences.

Another source of doubt regarding the value of parental mediation is the possibility that parental mediation may limit opportunities though it may support online safety. Thus, adolescents and parents were asked whether parental activities limit the adolescent activities online. (Table 3).

Table 3: Whether Parental Mediating Limits

Age		Yes a lot	Yes a little	No
10-11		60(6%)	50(5%)	83(9%)
12-13		127(14%)	118(13%)	142(15%)
14-15		90(3%)	71(8%)	105(11%)
16-17		23(2%)	26(3%)	30(3%)
Gender	**Boys**	165(18%)	158(18%)	171(18%)
	Girls	140(15%)	102(11%)	189(20%)

Q: Do the things that your parent does (parents do) relating to how you use the internet limit what you can do on the internet or not really? Base: All adolescents who use the internet.

Thirty-three per cent of adolescents think that parental mediation limits what they do online, 29% saying it limits their activities a little. While 38% of them feel it does not limit their online activity. As might be expected given greater parental mediation, the younger adolescents are somewhat more likely to say it limits them, and that it limits them a lot. It is worth noting, however, that the opposite result might have been predicted.

Table 4: Mediation Ignored by Adolescents

Age	Mother			Father			Brother/Sister		
	Yes a lot	Yes a little	No	Yes a lot	Yes a little	No	Yes a lot	Yes a little	No
10-11 (208)	28 (3%)	94 (10%)	71 (8%)	32 (3%)	78 (8%)	83 (9%)	45 (5%)	82 (9%)	66 (7%)
12-13 (417)	88 (10%)	186 (20%)	113 (12%)	80 (9%)	206 (22%)	99 (11%)	96 (10%)	193 (21%)	98 (11%)
14-15(281)	58 (6%)	94 (10%)	114 (12%)	38 (4%)	135 (15%)	93 (10%)	78 (8%)	101 (11%)	87 (9%)
16-17 (94)	7 (1%)	70 (8%)	2 (0%)	10 (1%)	61 (7%)	8 (1%)	41 (4%)	23 (2%)	15 (2%)
Gender — Boys (524)	110 (12%)	265 (29%)	104 (11%)	94 (10%)	299 (32%)	86 (9%)	168 (18%)	219 (24%)	92 (10%)
Gender — Girls (476)	71(8%)	179 (19%)	196 (21%)	66 (7%)	183 (20%)	197 (21%)	92 (10%)	180 (19%)	174 (19%)

Q: And do you ever ignore what your parent(s) tell you when use the internet, or not really? Base: All adolescents who use the internet.

Table (4) shows that nearly two-thirds (68%) say they do simply ignore their parents' efforts to mediate their internet use. However, 48% say they ignore their parents a little and 20% of adolescents say they ignore their parents a lot. Teenagers are more likely than10-11 years old especially to say that they ignore what their parents do or say about their internet use, although only a little. Boys are a little more likely to say they ignore their parents.

Hypothesis 1: There is no significant relationship between internet activities of the respondent and their parent's active mediation

Table 5: Correlations between Internet activities and Parents Active Mediation

Activities	Mean	S.D	Correlation value	Sig.	Statistical inference
Active mediation (Father)	1.39	1.540	-.172	.000<0.05	Significant
Active mediation (Mother)	1.52	1.599	-.209	.000<0.05	Significant

The Hypothesis stated that adolescent's internet activities have no relationship with their parent's active mediation. Table (41) has shown the relationship between internet activities of the respondents and their parent's active mediation. Karl Pearson coefficient correlation test was used the above table. The above table reveals that there is a significant relationship between activities of the respondents and their parent's active mediation. Hence, the calculated value less than table value (.000<0.05). So

the research hypothesis is accepted and the null hypothesis rejected. Since the Correlation (r) value is negative, it indicates that the relationship identified is negative. Moreover mother's active mediation have more significant (-0.209) negatively correlated than the father's (-0.172) active mediation.

Key Findings

- The major form of technical intervention, occurring in nearly three quarters of households does not relate to safety concerns but rather to security, being used to control spam and viruses
- The parents mediation are very weakly but negatively related to adolescents internet activities, that is, internet activities are a little less likely to occur together with more parents support.(Table 5)
- Gender differences are minimal if they exist at all. More substantially, Mothers do more active mediation to younger adolescent's use of the Internet, while fathers play a role of motivators by encouraging and talking about internet.

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CHAPTER 7

Sentiment Analysis of #Tag Based Data on Online Platform: A Case Study of Collective Action on Twitter towards an Indian Journalist

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Introduction

In recent times, as the growth of internet and cell phone communication has increased, the new appearance of text has been short text. Short text has been used extensively as a mode of text communication via telephones, micro-blogs, etc.Short text makes it difficult to categorize the type of data it is. Twitter, a well-known publication,since it was launched in October, the microblogging tool has seen a lot of growth since 2006.User behavior studies in twitter by (Umaa et.al, 2015) reveal the effectiveness of twitter in understanding people's sentiment and desired action. Not only online media but traditional media like live television appropriates and continues to be transformed by the growth of digital media by closely analyzing a case study about an Indian television network's attempt to garner audience interactivity through the web platform of Twitter (Punathambekar, 2019).

Similar to the ideas of Max McCombs and Donald Shaw explains the way media influences and affects public perception through their theories on agenda setting which similarly reflects the case in

question (Vishiwjeet Singh, 2016). Twitter has been used by Indian journalists in similar ways during the Cricket World Cup upended attempts by the show's anchor Arnab Goswami to peddle a critical narrative about India's defeat using Twitter (Punathambekar, 2019). Therefore the researchers have used similar research tends to achieve an in-depth understanding of a case study of Indian Media by analyzing Twitter data about the arrest of Managing Director and Editor in Chief 'Arnab Goswami'. The objectives have been segmented by the researchers into different propositions.

P1: The strain of involvement of people is influenced by the arrest of Arnab Goswami and it is vividly supported by the collected Twitter data

P2: The sentiment of people arises with the negative approach towards Indian media after the arrest of Arnab Goswami. It shows the position of Indian media in the public sphere as a part of democratic assimilation.

P3: The data refining has been clustered well going with the public interest without any static standpoint taking geotags under consideration.

P4: The data findings are based on the critical comments of Twitter handlers about Indian Media, the democratic system, post-arrest of the renowned journalist, Arnab Goswami.

Methodology

Twitter data is been followed to find out relevant event results in a real-time access facility. Twitter has taken all the attention towards its dynamic and distributed environment where the documents are created by the people themselves in their virtual community based on their views about some macro events.(S.Gaglio, 2015). In this domain, people discuss current issues, complaints, put forth their

sentiments regarding their daily being essentials. Moreover, many manufacturers do their market analysis with data mining based on Twitter expressions. (Apoorv Agarwal, 2011)

Through the help of the sentiment analysis model, the study has been taken forward. The infused model is diagnosed as follows:

Firstly, the real-time data has been collected from Twitter and put through the coding system of NVIVO software. The sentiment analysis, text mapping, all have happened through the coding of NVIVO. Here, the data filtering is done with the python package. Furthermore, the visualization output was of NVIVO output.

Sampling Method: The whole research process is determined by the shared tweets after the arrest of Arnab Goswami. The used data sample or the population in the research is constrained to a time frame:

Arrest: 04th.11 (November).2020

To be specific about the event and its responses, the dates have been selected diligently on a real-time basis. The sudden arrest of Arnab Goswami with the charge of abetment of suicide of an architect and interior designer who designed the Republic TV channel interiors has taken the primary value as the cause of the event.

The surge of the reaction of the public towards the event of arrest on the day and the day after has been minutely recorded in the data sample. Moreover, the real-time Twitter post of the two days is been marked as the end of data sample collection with the researcher's interest.

Here the sampling method can be signified as purposive sampling. Because the whole procedure is contributing to the purpose of the research objectives. Here the discourse analysis of the reaction issupporting the research process. The data collection methods involve big data and real-time data sets.

Sample size:

The total number of data that have been collected for this research purpose is (n=1,44,000). This volume includes retweets and shares too. Whereas the number of filtered data was (n=26,206). These filtered tweets are the original and taken for coding reference in the frame of sentiment and comparative textual analysis. All the data set are real-time big data that has been archived from Twitter. Therefore, it substantiated the sample data conglomerated in the study.

Sample area: Here, the sample includes the data sets of post-arrest reactions. In the following data map, we find a distributed area for the study.

Fig (1): Source: Data Mining Map from NVIVO geo-tagging reference plotting

Data analysis: Several steps have been followed to reach the need of the study objective. The researcher has taken the help of NVIVO software to have efficiency in data analysis with the visualization of the same. As mentioned prior, it has taken the help of python coding for initial data filtering with the python package

(tweedy.py). With the help of could analysis tool the researcher could do the filtering of 4 stop words. The effective visualization of the data and application of sentiment codes to the data set is hosted by NVIVO. Here the sentiment has been divided into parts like Positive steaming to very positive or moderately positive, and Negative verging to very negative or moderately negative.

Case

Arnab Goswami, one of the most popular journalists of India, allegedly got arrested for having a connection to the suicide of an architect, Anvay Naik, who designed the studio of Republic TV. The Editor-in-Chief of Republic TV had been charged with abetment of suicide as the victim mentioned his name in the suicide note. The case was reopened recently as per the request of the victim's family and the Maharashtra Government's intervention. Moreover, Arnab Goswami put forth allegations against the police to assault him and his family members physically. Over his allegations of assault, the journalist himself was charged to misbehave with a female officer during the resistance of the arrest. (News, 2020)

Influencer analysis

Considering the collected data if we move forward, we can comprehend the most influential character whose post has been majorly shared in number. @majorgauravarya shared his post on 5th November, which has been retweeted 9,127 times. He is one of the well-known defense analysts of the country. Being a regular follower of Republic TV on Twitter, Gaurav Arya happens to be the one to question about media safety after the sudden arrest. Another person who can be marked as the next frequent influencer whose tweet has been shared the most. @GeneralBakshi is also immensely associated with Republic TV. He comes to the debate

shows in the channel concern. Moreover, Gaurav Arya and GD Bakshi being the two major personas, who had spoken for the arrest of the renowned journalist Arnab Goswami and questioned the security of freedom of speech and media independence. Regarding the cluster division, @chitrasd, @sanjeevsanyal, @smitadeshmukh, @sanjay_dixit, and so on are the next frequently active users to talk about the event. Lots of tweets have been generated from nuclear sources, directing the prime force of influence.

Sample Area of Data Mining

As the map refers to the conglomerate data hotspots (Russia, South America). The other areas include the parts of Indonesia, parts of India, Europe, and so on. On the other hand, North America and India are found to be the constitution of including the major portion of a cluster of geocoded Twitter data. Here to include, the researcher had decided not to geocode the data beforehand to keep the flow of data intact and get the maximum number of Twitter data while doing the topic analysis (folksonomy) as used in the research. The researcher has maintained the imminent data adequacy to gather data across the globe. As the sample area suggests, the tweets can be regulated by Indian citizens from any area across the globe. The map explains the frequency of places of data distribution and data sharing. The data is about the responses after the arrest of Arnab Goswami that has dragged the attention of Indian citizens including important personalities of the administration of India from different work spheres. The adequacy of data has been entirely taken care of by the researcher by mining data from each geographical source.
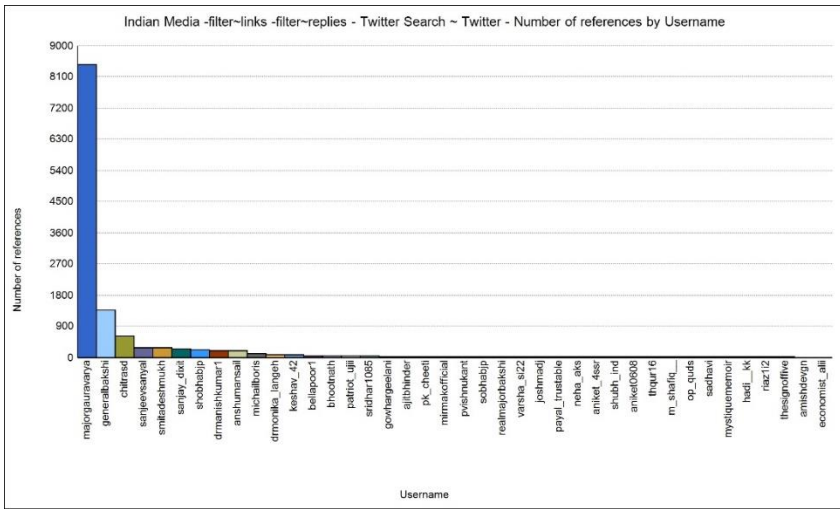
Fig (2): Source: Influencer from NVIVO account reference plotting

Sentiments of Tweets

While mining the data set the researcher has found the sentiment to be leaning towards moderately positive followed by the very positive. But here to be noted that the number of negatives is not so less. The graph has not been curved suddenly in an asymmetrical way. If we group the moderately positive (12218) and very positive(1018) sentiment as positive, and moderately negative(9895) and very negative (3075) data as negative, the total number comes 13236 is the number for positive and 12970 for negative words. The total range between the two is 266, which is very less. We also can represent the data to simplify the whole, where the sentiment is maintaining a graph with a normal curve relating to the data set. Here, moderately positive, and moderately negative sentiment is taking the majority and determining the graph. Whereas very negative and very positive data are less in comparison to the others.

Very negative	Moderately negative	Moderately positive	Very positive
3075	9895	12218	1018

Table: Source: Results of Twitter data analysis through NVIVO (sentiment coding)

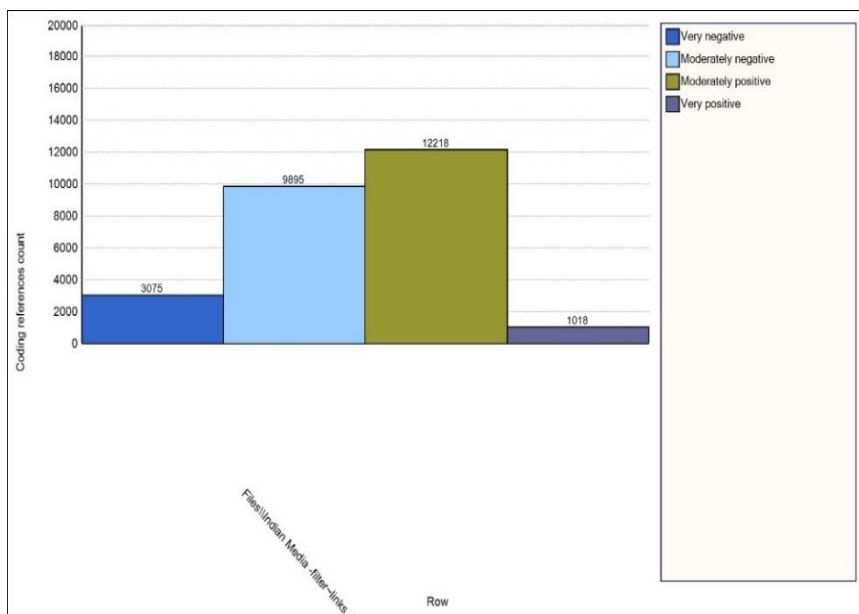Fig (3): Source: Sentiment from NVIVO sentiment coding reference plotting on histogram

Text mapping

In this portion, the researchers have tried to exemplify the study with the text analysis. The discourse of word mapping has been explored to find out the exact classification of sentiment. Putting all the data on the same plane, the researcher has tried to analyze the data from a macro and micro perspective in order.

While mining the text, researcher find out the most frequently used words are media(4.75%), Indian(4.62%), Arnab(2.95%), police(2.92%), assault(2.91%), Mumbai(2.85). These all words direct to the event of arrest if Arnab Goswami in order. More words have been used in frequency within (2.83-2.78) are watching, dear, journalist, spare, wake, satisfaction, biggest, etc. More words have been used not frequently but can be considered as powerful are, democracy, freedom, mafia, terrorism, etc. After the arrest of Arnab Goswami, the whole of Twitter was flooded to oppose the arrest and with positive support to Arnab Goswami. Here the positive polls get high explaining the if not innocence but the victim port for Arnab Goswami. There are some media organizations and governing bodies who approached as though they do not support the type of journalism Mr. Goswami does, but they will support the fact that the sudden arrest and assault is an unparliamentary act. When the positive sentiment grows for Arnab Goswami throughout the media, at the same time the negative approach has been put forth against the behavior of Mumbai police, the state government as well as the media organizations who remained silent during the whole discourse.In this course, the whole sentiment questions the freedom of the press and the retention of democracy.

Word	Length	Count	Weighted Percentage (%)	Similar Words
Media	5	14868	4.75	#media, media, media#newscameraaction, media#us
Indians	7	14440	4.62	#indian, @indian, indian, 'indian', indians
India	5	10395	3.32	#india, india

Arnab	5	9219	2.95	#arnab, @arnab, arnab
Police	6	9129	2.92	police, police@7newsaustralia, policing
Assault	9	9110	2.91	assault, assaulted, assaulting
Mumbai	6	8904	2.85	#mumbai, mumbai

Table: Source: Results of Twitter data analysis through NVIVO (text mapping)

The words like political, legal, stop, paid, spine also have been mentioned in the tweets. In the posts, people asked the media to reconsider spine and work for the freedom of the press which is been fatally dismissed. Here, the people not only talked about the assault on Arnab Goswami, but they also accused the other media services of being silent in this case. They tried to give the media a wake-up call for the same. They criticized the subjective method of news in media while defining the things related to democratic situations and political approaches. The people used words like bootlicking and sold while addressing Indian media.

Word	Length	Count	Weighted Percentage (%)	Similar Words
Dear	4	8852	2.83	dear, dearly, dears
Journalist	10	8784	2.81	journalist, journalistic, journalists
Watching	8	8774	2.80	watch, watched, watching
Spare	5	8726	2.79	spare

Wake	4	8725	2.79	wake
Quiet	5	8546	2.73	quiet, quietly
Next	4	8543	2.73	next
Biggest	7	8523	2.72	biggest
Family	6	8512	2.72	Family
Sidelining	10	8501	2.72	sideliners, sidelines, sidelining
Glee	4	8497	2.72	glee
Satisfaction	12	8497	2.72	satisfaction
Democracy	9	2155	0.69	#democracy, democracy, democracy'
#Arnabgoswamy	13	1797	0.57	#arnabgoswami, #arnabgoswamy, arnabgoswami
Freedom	7	1506	0.48	#freedom, freedom, freedom', 'freedom, freedoms
Mafia	5	1423	0.45	mafia
Terror	6	1394	0.45	terror, terrorism
Spine	5	1393	0.45	spine
Fear	4	1389	0.44	fear, fears

Table: Source: Results of Twitter data analysis through NVIVO (text mapping)

The tweets which have been shared most throughout have their original post location in India. These tweets mostly call the media to redefine their work ethics while talking about Arnab Goswami. But there are tweet origins from Pakistan and Russia who are constantly giving political edges to the events. The political comments pop up criticizing media endorsements of a political party leaving behind the democratic delegation and responsibility.

In the table above we see the words like terror, freedom, mafia, democracy which have been in the conversation during the event. These words are associated with the major words exhibited in the previous table used in the discussion.

Findings: Influencer of Twitter

As the collected data suggests, @Generalbakshi and mostly @majorgauravarya are the prime influencers of the event concerned. The former is having followers over 500k when the latter retaining 1.1 million followers. Their tweets regarding the event have been retweeted 1,469 times and 9,127 times, respectively. Both persons are seen to be in the shows of Republic TV whose editor in chief is Arnab Goswami himself. Both people, @GeneralBakshi, and @majorgauravarya, are found to be sharing the same views as Arnab Goswami does. Having said that, both were the beholders of the Indian defense system. Having nationalistic approaches from such personalities takes credibility to another dimension for acceptance. Giving microanalysis to the data, we can see that @majorgauravarya received the highest attention where he gives a wake-up call to the Indian media by approaching a chance to rectify their mistakes and work on the same. He referred some as "They" while alarming. He mentioned the self-guiding and selfish attitude of Indian media organizations who can't dare to speak up or don't speak upto get favours fromlawmakersor to justify their win as a competitor.Even @GeneralBakshi also tried to motivate by referring to historical glory and constitutional relativity of fundamental rights. Where he asks media to show spine and let not any terror to devastate the integrity of cherished values of Indian media with ages. Analysis of the influencers produces the idea of the source of information and the discourse of the event while trying to reach the credibility and accuracy of the collected data sample.

Sentiment Analysis of Twitter Discourse

If we compare the sentiment of the discourse, we find the positive approaches bits the negative but in very low margins. Here two types of sentiment run, people condemn the sudden arrest of Arnab Goswami and Mumbai Police assault on him that gives a positive verge in favour of Mr Goswami. He was also appreciated for the "fearless" journalism in some cases. On the other, the Indian media is being immensely criticized for having a biased view, remaining silent when it was needed to speak up. The interesting fact is that after the arrest of Arnab Goswami, people started being positive towards him for his victimized situation while they are being negative about the view endorsement strategy of media in their approaches at the same pitch. The whole result comes in a very considerable yet controversial way to get the image of media among the general population so far as the majority is concerned. The conversation and the situation recollect that whatever the media is doing as the fourth pillar of democracy, is strategically incorrect and ethically unacceptable to the core.

Text mapping of Tweets

Following the trend of the event that occurred, there is a similar kind of textual discourse of the words to be considered as the most influential in order. With the graph below, the data is shown as the data analysis segment for the research above. The different words budging around Twitter in relative verse of the event that occurred can be seen in the graph below

Fig (4): Source: Word cloud from NVIVO textual analysis coding

Here, we can see the approach is more concerning the arrest of Arnab Goswami taking his profession under consideration. The assault has left an impact on the public. The hashtags like #arnabwearewithyou took the front row in posts. With the reference of the word cloud, it would not be so wrong to predict that it is an alarming situation for media in India. According to the sentiment analysis, Arnab Goswami, one of the highest-rated journalists of India, got arrested unpleasantly. Moreover, the assault on him along with his family is for some kind ofsatisfaction that threatens the freedom and fundamental rights of the press as well as of an individual. The data says that a terror is alarming to take over to Indian Media against which it should stand. And it should not "spare" anything to hamper the democracy and stigmatize it by valuing outer influences over journalistic ethics.

Conclusion

There has been instances where the researchers have referred instances of journalist, celebrities had personal crisis in their lives which reflected on the social media with public support. This study is an instance to prove the context empirically where we have evidence of the human sentiment in regards to Indian media and one of the Indian journalist. From the data above we find conformation of the first proposition (P1) as the data showcases support for Arnab Goswami on twitter. The research also depicts how Indian media did influence negative outcome on social media. The correlation has been proved in the research for proposition (P2). The research has not been guided by any specific sample area (geotagged) as per the twitter extraction process through python programming, which influences (P3). In the research we have analyzed the sentiment data in three ways:

1. Text Mapping
2. Sentiment Analysis
3. Word Cloud

From the three findings we can infer that the comments on a strong social media platform like twitter has roused public opinion to sway I favor of the accused with hashtags like #arnabwearewithyou. The coded sentiment was more towards positive which depicted the positive approach towards a media celebrity like Arnab Goswami. The positive outcome of the research fulfills the (P4) proposition.

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CHAPTER 8

A Study On Social Media Usage Pattern Of First Year Students Studying In The Faculty Of Family And Community Sciences, The Maharaja Sayajirao University Of Baroda, Vadodara

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Introduction

Communication connotes flow of information. It enables to transit information from one person to another for mutual benefits. Since communication is an abstract concept it needs to acquire sold form. This task is carried out by a kind of medium through which information transmits. Since the inception of the human existence on the earth communication was envisaged as basic human need to survive. In that view various kind of mediums were evolved. Consequently, starting with the oral and other forms like written, printing, gesturing, listening, all kinds of mediums have remained a feature of human communications, but during the last two centuries viz toward the end of the twentieth century and the beginning of the twenty first century, the world has witnessed revolution in human communication with an advent of electronic and computer technologies added to it, The internet has opened the sky across the world to enable human interactions over the globe.

The term "social networking sites involve the words „social"
which means human society and „networking" means connecting.
There are different sites available on the internet that creates a
platform on which connection is established between person from
diverse origins and places. It leads to create human society. Apart
from staying very distant, physically, people feel so near and close
like being in a family. Thus, the social network forms a wide social
structure with a set of social actors over the world worth a set by
dynamic ties within which social actors share information, interest,
the sites vital role in shaping opinion, attitude and behaviour of
people of all ages and specifically it fascinates the youth today.

The social media allows free flow of information it allows quick
communication from any corner of the world, no matter how
distant it may be. It makes communication active with involving
participation of person at both the ends through interaction, sharing
and responding. It has as such left far behind other modes of
communication like post, telegram, radio, television. Further, it
gives a live touch to interpersonal communication through audio
and video facilities aided to the system of messages, pictures etc. It
offers to user's interactive platform with huge variety of interests
such as social, political, academic, business, sports, romance,
religion. With its dynamic feature to impart thrilling experience to
users of all ages, the social media became increasingly popular
over the world. The internet plays a vital role to form the social
media by networking or connecting different social sites launched
on the web. So now the point is to know what the social
networking sites are and what is the usage pattern of social
networking site by the of young college students. Thus it was
thought to carry out a study with the below listed objectives

Objectives of the Study

Broad Objective

To study the Social Media Usage Pattern of First Year Students of The Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

Specific Objectives

1. To study the profile of the First Year students studying in the Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

2. To study the extent of usage of the Social Media by the First Year students studying in the Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

3. To study the reasons those prompt the First Year students studying in the Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara to use the social media.

4. To study the problems faced by the First Year students studying in the Faculty of Family and Community Sciences,The Maharaja Sayajirao University of Baroda, Vadodara, .

5. To seek suggestions from the First Year students studying in the Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, about how best students can deal with the privacy issue related to the Social Media.

Methodology

Tool Used for Data Collection

A questionnaire was prepared for data collection. For the purpose of preparing a questionnaire, a correct view was formed by reviewing the related literature like reports, journals, books, research articles and information available on the internet

Sample and Sample Size of the Study

Keeping in mind, the context, its sensitivity of high concern and the academic objective of the study, it was thought appropriate to draw the sample for the present study from among the students studying in the first year in the Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda Vadodara. Accordingly, one hundred and twenty first year students were selected through the "purposive random technique" for the study. From among the First year Students of the Faculty of family and Community Sciences of Baroda, Vadodara, One hundred and seventy students responded to the survey floated by the researcher, from them one hundred and twenty students were shortlisted on the ground of the parameters laid down for the research. The parameters included: a) active usage of the social media visiting different social networking sites, b) willingness to respond to the questionnaire with honesty and frankly.

Major Findings of the Study

- Age profile of the students reflected that the students age varied from 17 to 21 years. Little less than sixty percentages (57.5%) of them fell in the teenager group that is of 17 to 19 years. Little more than forty percentages (42%) of the students were in the age group of 20 and 21 years. The age profile of the students conforms to the requirement of the present research as

the study focuses on teenage students who use the social media.

- More than fifty percentages of them (52.9%) studied in Gujarati medium school. Little more than forty-five percentages (45.5%) of them studied in English medium school. Just more than one percentage (1.7%) studied in Hindi medium school.

- Majority of the students (57%) studied in the commerce stream and little more than thirty percentages of them (33.33%) studied in the science stream and less than ten percentages of them (9%) studied in Arts. A very high majority of (93.3%) students were female and very less percentage (6.66%) of them were male students.

- Out of total one hundred twenty students almost more than eighty-five percentages of them (86%) lived in urban areas and a very small number of them (14%) hailed from rural areas

- Some less than twenty percentages of them (16.66%) were fond of singing and 12.5 percentage loved reading books. Less than ten percentages of them (8.33%) liked travelling and playing video games; 7.5 percentage of them loved listening to music and equal percentage of them liked (7.5%) playing badminton. Equal percentage of students (4.16%) were fascinated with the hobbies like swimming and photography, dancing (4.16) watching films. While very less percentage (2.5%) of the students were interested in watching television and playing on a musical instrument.

- Little less than half percentage of them (47.1%) were living in nuclear families and 43.8 percentage of students were living in joint family. Whereas only 4.16 percentage of them had single parents and equal of them lived in extended families.

- High majority of the students (75%) belonged to moderate income family with the family earning from Rupees 6000-50000. Whereas 25 percentage of the students belonged to high

income family with the family earning from Rupees 50000-120000 per month.

- The fathers of 44.2 percentage and 12.5 percentage of mothers were occupied in service. In case of little more than forty-five percentages (46.7%) of students fathers were occupied in business and just 7.5 percentage of mothers were doing business. Just little less than ten percentages of (9.2%) fathers were involved into labour and farming, and a very high majority (80%) of the mothers were housewife.
- Very high majority (94.2%) of the parents used the mobile phones Whereas, 5.8 percentage of them did not use the mobile phones. It explains that there was a good awareness among the student's parents about the mobile phones and the use of the social media.
- Forty-seven percentage of them and the sibling with less than fifty-five percentages of them (54.45%) appeared to support students to use the social media and more than half of the parents with 52.5 percentage and the sibling less than sixty-seven percentages (66, 55%) do not encourage them for it
- Little more than forty-two percentages (42.5%) said no one restricted them. Twelve percentage said their fathers restricted them and more than fifteen percentages of them (18.33%) said that their mothers were not in favour of Social Media. Less than fifteen percentages (14.17%) their brothers restricted them and 7.5 percentage sisters restricted them of using the social media
- Majority 61.66 percentage of them added their fathers and 72.2 percentage added mothers to their friends list. Little less than 10 percentages (8.3%) said they did not have an account on the social media The presented data show that high majority 86.66 percentage added them on the friend's list on one or the other social sites.
- Sixty percentage of the parents (59.16%) little less than and half of the percentage (48.33%) mothers keep an account on

the Whatsapp and have been added on the friends list it shows that the Whatsapp is more popular among of them. Somewhat less popular site like the Facebook with more than thirty percentages (32.5%) and little more than 25 percentage of the mothers (27.5%) were using it. The messenger with the less than twenty percentages of them (16.66%) and mothers (12.5%) using the Instagram fathers (15%) and mothers (9.16%) using it, the Imo with fathers (9.16 %) and mothers (7.5%) and mothers (5.83%) using it. Others sites attract very low or no attention from student's parents with no use or no account even the sites the Hike with fathers (7.5%) and mothers (5.83%) using the snap chat with fathers (4.16%) and just mothers (3.33%) attract some attention. Happen and Asile do not have any users.

- Very high majority of them have added them on the friends list the sites record like the line with the highest majority (99.16%) the viber with 98.33%, the we chat with the highest majority 96.66% Pinterest with (91.66%), Skype with 99.16 percentage, the imo with 84.16 percentage the Whatsapp with 86.66% they appear to be the most popular sites. In the second line there are sites like Snap chat with 70 percentages the Instagram with (63.33%) Facebook with 57.5 percentage the hike with (54.16%) the messenger with 60.83 percentage this scale indicates that the students sibling appears to be very active on the social networking sites.

- Very high majority of them (95%) owned their own mobile. It reveals that the mobile phones were easily available to the students and their parents and sibling encourage them to have their own mobile phones. Only 5 percentage of students do not own mobile phones and they were using brother or sister's mobile and other were using tablets

- Little more than half (51.66%) of them reported that they do not share the mobile phones with others. Little less than fifty percentages (48.33%) said they share their mobile phones with

others (they share the mobile with their friends, mothers and boyfriends.).

- A good number of the students (35.83%) started using the mobile phones right during the school days, little more than thirty-five percentages (37.5%) started using the mobile phones after passing the 12th examinations. A less number of them, 26.66 percentage used the mobile phones only while they in the university entered. Little less than five percentage of them (4.16%) did not specify about when they started using mobile phones

- Little more than forty percentage of the students (40.83%) avail the internet via Wi-Fi and less than three percentages of them (2.5 %) availed the facility. none of them use dongles with 3G and just 7.5 percentage use dongles with 4G, but mobile phones with 3G or 4G are getting more and more popular today. Further with 4G connectivity on the way, the 3G is losing demand.

- Majority of the students with the 61.66 percentage complained about poor internet connectivity and that they feel frustrated about it. Whereas little less than forty percentages of them (38.33%) said that they had no problem about it and did not feel frustrated about it.

- The data displayed in the study indicated that they get free Wi-Fi connectivity on the university campus and almost eighty percentages of them (78.33%) take its advantage. The remaining 21.66 percentage of them were either not aware of it or

- Little less than thirty-five percentages (33.33%) had the internet facility. Either cabled system or the Wi-Fi and majority of them (66.66%) do not have the facility at home. Little more than fourteen percentage (14.16%) visited commercial cybercafés for the purpose. A few of them with 7.5 percentage look for other options.

- A very high majority 96.66 percentage of them had not registered, for wifi although it is free of cost. It indicated that either they were not aware of it or do not care to do it and also they did not know and as they felt lazy to go the head office and get registered. For, The Maharaja Sayajirao University WiFi. Their responses displayed in the above table according to which just 3.33 percentage of them had registered for the free facility.
- Little more than seventy percentage of the students with 76.66 percentage prefer to have the prepaid plan and only twenty-three percentages of them (23.33%) prefer the post-paid plans
- 27.5 percentage prefer a recharge plan of Rs 301 to 400 and some (20%) and less than Rs100 with 18.33 percentage, Rs 500 with more than five percentages of them (6.66%). Spend money on Internet Recharge
- Highest majority 90 percentage of them accessed mobile phones and also accessed in Laptop and personal computer 97.5 percentage. The remaining (10 %) reported they only use it in others devices. Twenty percentage of them use tablets and almost eighty percentages of them do not use the tablets none of them accessed the Notebook for accessing internet.

Conclusion

The usage of social media and the pattern of the usage as observed in young generation, mostly students in teen and little above involved in higher education at college and universities. The common features drawn from the studies can be spelt like:

- The social networking sites capture attention of youths and fascinate them all the more as the time passes.

- With most of young users, the purpose is more to socialize and entertainment and that learning to did academic performance acquires secondary attention

- The time the youth spent on the internet surfing and visiting the social networking site varies widely, but with many of them it acquires a form of addiction.

- Excessive use of the social networking sites causes anxiety and high concern as it become addiction with young users.

- Excessive uses of social media arouse problematic issues that young users confront. They confuse them a lot and they tend to become a victim.

- These issues are related to privacy and security of the users identity and his/her private information

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