

Paper Presentations

Day – 1: 14th December 2017		Thursday
2.00	<i>Paper Presentations</i>	
	A1- Social Media Consumption B1- Love, Marriage and Relationships C1- Public Opinion and Digital Activism	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
3.30	Tea Break	Foyer
Day – 2: 15th December 2017		Friday
4.00	<i>Paper Presentations</i>	
	A2- Digital Media Applications B2- Identity and Community C2- Institutions and Development	Mini Auditorium CDE Conference Room Virtual Class Room
Day – 3: 16th December 2017		Saturday
10.00	<i>Paper Presentations</i>	
	A3- Digital Audiences B3- Gendered Media Text C3- Newer Landscapes and Audiences	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
11.00	Tea Break	Foyer
11.30	<i>Paper Presentations</i>	
	A4- Children/Young People and Digital Media B4- Gender and Development C4- Political Rhetoric & Public Opinion	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
1.00	Lunch	Foyer

Track – A : ICC -Individual and Digital Exposure		
Session-A1: Social Media Consumption		
Chair: Binod C Agrawal		Discussant: Dinesh Girap
A1-1	Dr. Priyanka Dasgupta Assistant Professor, Amity University, Dubai	Extending the Cognitive Mediation Model: A look at the role of Facebook in spurring political participation among the youth in India
A1-2	Ms. Roshni Nayak School of Communication, Manipal University, Manipal - 576104, India	A study of buzz feed India as a news and entertainment site in shaping public opinion and its perception users in the form of facebook comments
A1-3	Dr. Triveni Goswami Mathur Director, Symbiosis School of Media & Communication, Bangalore	Social inclusivity or self-actualisation: A mediated discourse analysis of Facebook posts of the elderly in urban India
A1-4	Dr. Hussein Nassar and Dr Nabil Oumais Assistant Professor Faculty of Information Lebanese University, Lebanon	The impact of users' interactions on the attitude toward Facebook advertisements
A1-5	Mr. Rahul Gadekar Research Associate MICA, Shela village, Telav-Ghuma Road Ahmedabad, India	Developing a Gratifications Scale for Facebook

Track – A : ICC -Individual and Digital Exposure		
Session-A2: Digital Media Applications		
Chair: Professor Peter Vorderer		Discussant: Prabha Nair
A2-1	<ol style="list-style-type: none"> Cornelia Wallner-Germany Assistant Professor, LMU Munich, Department of Communication Science and Media Studies, Munich, Germany Susan Alpen- Germany Research fellow, Centre for Media, Communication and Information Research of the University of Bremen Dr. Marian T. Adolf- Germany, Prof., Chair of Media Culture, Zeppelin University, Department for Communication and Culture, 88045 Friedrichshafen Michael-Bernhard Zita- Austria (Presenter), University of Vienna, Department of Communication, 1090 Vienna, Austria 	Fostering Media Literacy Competencies for Navigating Digital Media Cultures: Findings of a Comparative Study in Southeast Asia
A2-2	Anita Parihar, BHSC, PGDCMC (Pune) TVP, DETV (UK)	Scriptwriting methods using new and traditional media literacies

A3-3	Nidhi Maria, Research Student, Dental College and Hospital, Bharati Vidyapeeth Deemed University, Navi Mumbai, India	A Study on the Usage of Mobile Application for Oral Health- a Perspective of the Individuals towards Digital Media
A2-4	K P Anuradha and Manjiri Bhalerao, Sir Vithaldas Thackersey College of Home Science (Autonomous) , S.N.D.T. Women's University, Juhu campus, Santacruz (West) Mumbai-400049	Use of Social Media for Marketing in Hotel Industry

Session-A – A3: Digital Audiences		
Chair: Dr P J Mathew Martin		Discussant:Dr. Anita Chaware
A3-1	Binitha Anna Jacob, Student - MA in Media and Communication, School of Communication, Manipal University	Media usage by differently-abled people and their inclusion: A study on the Deaf and Hard of Hearing
A3-2	Dr. Munmun Ghosh, Assistant Professor, Symbiosis Institute of Media & Communication (SIMC), Lavale, Mulshi Pune - 412115, Maharashtra, India	Analyzing the Digital Exposure of Senior Citizen in India
A3-3	Suchitra Patnaik, Assistant Professor, School of Interdisciplinary Studies , The English and Foreign Languages University, (Central University), Hyderabad, India	A Study on the Credibility Perceptions of Digital News Audiences in India
A3-4	Deepanshi Khatreja, School of Communication, Manipal University, Manipal - 576104, India	Adoption and adaptability to New Features by Social Networking Site Users

Session-A4: Children/ Young People and Digital Media		
Chair: Professor Radha Mishra		Discussant: Shilpa Hattaingadi
A4-1	Sowparnika Pavan Kumar Attavar, Assistant Professor , Institution Affiliation: School of Communication, Manipal University, Manipal., India	Parents' Perceptions of Their Children's Access and Use of Smart Devices at Home: A Qualitative Study
A4-2	Devina Sarwatay, PhD Student Department of Communication, University of Hyderabad, India	What's the story here? Children in the digital media landscape
A4-3	Mudita Mishra, Assistant Professor, MBA-Communication Management, Faculty in-charge, 'Public Relations' specialization Faculty in-charge, MBA Internships Symbiosis Institute of Media & Communication (PG), Lavale, Pune, India	OTT Video on Demand: A study of digital-entertainment consumption patterns among Indian millennials

A4-4	Dr. Hussein Nassar and Dr Nabil Oumais, Lebanese University (Faculty of Information), Lebanon	Qualitative Assessment of Risky Online Behavior of Lebanese High School Children
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Track - B : GENDER, CULTURE, TECHNOLOGY

Session- B1: Love, Marriage & Relationships

Chair: Dr.Meera Shankar

Discussant:Dr.Chandrashekhar Gawali

No	Name of the Delegate, Country	Title of Abstract
B1-1	Anupa Barik, MICA, Shela, off Telav village, Ahmedabad- 380058, Gujarat, India	Understanding marriage at the intersection of media and technology
B1-2	Veena N. and Dr. Kyoko Kusakabe, Gender and Development Studies, Asian Institute of Technology, Thailand	Love in the time of facebook: A study of migrant domestic workers in Bangkok
B1-3	Srushti Govilkar, Amrut Mody School of Management, Ahmedabad University, India	Identity and Gender in Pre-Matrimonial Communication in Tech World – A Match Made in Heaven?
B1-4	Vagdevi Puranik and Mr. Shantharaju S, Christ University, Bangaluru and Mysore University	Perceptive Representation of Gender Trolling in Digital Era: an Empirical of Understanding Social Media Users in milieu of Gender Subtexts
B1-5	Dr Sumedha Bajpai, Independent professional , Mumbai, India	KKN- (Kanpur ki Naari)-The Digital Sisterhood, A Case Study

Session- B2: Identity and Audiences

Chair: Dr SudhaVenkataswamy

Discussant: Dr Saroj Datar

B2-1	Jinu Jacob, Student, M.A (Media & Communication), School of Communication, Manipal University, Manipal, Karnataka- 576104	A study of the Malayalee- Qatar Diaspora: Cultural Identity and media consumption
B2-2	Jerry Joseph and Dr. Mathew Martin, University of Mumbai, India	Patterns in the Representation of Social and Religious Issues in Social Media
B2-3	Sindhu Sahadevan Eradi, FPM - C Scholar MICA, Ahmedabad, India	Digital mediations and transgender identity – coping with violence, mobilization and care of the self

Session- B3 : Gendered Media Text

Chair: Prof. Francois Heinderyckx

Discussant: Dr Putul Sathe

B3-1	Dr Ruchi Kher Jaggi, Associate Professor & Director, Symbiosis Institute of Media & Communication, Symbiosis International University, pune.	“...nirbhaya (sic) went for a cinema not with her husband or lover. She was inviting trouble for her...” Sexist Narratives on Social Media – A Discourse Analysis of Public Comments Post
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	India	the Supreme Court Verdict on the Delhi Gang-Rape Case
B3-2	Benson Rajan, Assistant Professor, Media Studies, School of Business Studies and Social Sciences, Christ University BGR Campus Bengaluru, India	Gendered Sufi Music: Mapping female Voices in Qawwali Performance from Bollywood to YouTube Channels
B3-3	Sneha Samaddar, Symbiosis Institute of Media & Communication, Symbiosis International University, India	70 Years of Partition- A Self-Reflection of Gender and Trauma

Session- B4 : Gender and Development		
Chair: Dr Ruchi Kher Jaggi		Discussant: Dr Scott Fitzgerald
B4-1	Ashiyani Rahmani-Shirazi, Communication and Information Sciences, GA Instructor - School of Communications Doctoral Fellow - Pacific ICTD Collaborative, University of Hawaii at Manoa, USA	Women's mutual support and voice using mobile devices and community radio in Rural Fiji
B4-2	Sharanya J Stanley, MICA, Telav, Ghuma road, Shela village, Ahmedabad , India	The Impact of Social Media on Culture: A Case Study on the Jallikattu Protest'
B4-3	Dr. Ravindra Chincholkar, Department of Mass communication, Solapur University, Solapur , India	Smartphone : Bridging the Digital Divide
B4-4	1. Manjula Venkataraghavan, Assistant Professor, Sr.Scale, SOC, Manipal University. 2. Dr Padma Rani, Joint Director, School of Communication, Manipal University India	A study on the use of mobile phones among women living with HIV/AIDS in Udupi Taluk

Track – C - Digital Media Ecology (DME)		
Session-C1: Public Opinion & Digital Activities		
Chair: Dr Sunitha Chitrapu		Discussant: Dr Shin Dong Kim
No.	Name of the Delegate, Country	Title of the Abstract
C1-1	Deepti Ganapathy, Assistant Professor-Communication, Narsee Monjee Institute of Management Studies, Kalkere P.O. Bannerghatta Road, Bangalore, India	Digital Activism: Power to the common man to transform his society with shared experiences
C1-2	1. Dr Suruchi Mazumdar, O.P. Jindal Global University, Delhi, India 1. Dr Scott Fitzgerald, Curtin Business School Curtin University, Perth, Australia	Journalists' Trade Unions: Whither collective action in India's digital media ecology?

C1-3	1. Dr. Binod C Agrawal 2. Dr. Komal Shah, Jr. Research Officer, EMMRC, Ahmedabad, India	Mobile Internet Ban in the Wake of Patidar Agitation in Gujarat: A Socio- Economic Study of Digital Media and Ecology
C1-4	Shao Jingyuan, University of Shanghai for science & technology, China	Using the natural language processing (NLP) and social network analytic methods to research public opinion on digital age
C1-5	Dr. Sudha Venkataswamy, Vice Chairperson, Department of Communication Amrita University. Coimbatore	Public Protests and media narratives: The social, cultural and political relationships

Session-C2: Institutions and Development		
Chair: Prof Dr Azizul Halim Yahya		Discussant: Dr. Ravindra Chincholkar
C2-1	Komal Shah, Jr. Research Officer, EMMRC, Ahmedabad, India	Participatory Observation report of MOOCs, launched by MHRD, India for Higher Education
C2-2	Hamid Saifuddin and Dr. Wan Norbani Wan Noordin, Course Coordinator/Lecturer Public Relations Department Faculty of Communication & Media Studies UiTM Shah Alam Malaysia	Social media and reputation: A focus group study on an educational institution
C2-3	Garima Gupta, PhD Scholar University Department of Extension Education S.N.D.T Women's University, Mumbai, India	Strengthening social accountability in service delivery of mid-day meal programme of India: role of digital technology
C2-4	Venugopal Gowda, Research Scholar, DoS in Journalism and Mass Communication, Manasagangotri Mysore, Karnataka, India	Understanding Impact of ICT in Agriculture Sector for farmer`s Development: A Study of Hassan District
C2-5	Dr Wan Norbani Wan Noordin, School of Communication Studies, Auckland University of Technology, Malaysia	Introducing Public-Organisation- Relationships (POR) and Public-Others- Relationship (POtR) as constructs of reputation.
C2-6	Saidathul Nizah Mattazin, Universiti Teknologi MARA, Malaysia	Public Relations Competencies in Crisis Communication: A Study in Malaysian Organisations
C2-7	Alla Kushniryk, BA (Communication) Program Coordinator Department of Communication Studies Mount Saint Vincent University Halifax, Nova Scotia	Use of Content and Network Analysis in Assessing Organizational Communication Effectiveness on Twitter

Session – C3: Newer Landscape and Audiences		
Chair: Vibodh Prathasarathi		Discussant: Niraj Mankad
C3-1	Sushobhan Patankar, Symbiosis Institute of Media and Communication, Pune , India	Television News on social media: Exploring correlation between growth of internet and usage of social media by Indian Television news channels.
C3-2	Sasha S Mehta, Amrut Mody School of Management Ahmedabad University , India	A Comparative Study Of Networks: Cities, Digital Spaces And Discursive Practices
C3-3	Dr. Vivek Sharma, Industry Professional and Dr. Nivodita Pande, Assistant Professor, Jagran Institute of Management & Mass Communication, Kanpur India	Sports journalism and Social media: Content Analysis of YouTube videos
C3-4	Professor Dr Kiranjit Kaur, Faculty of Communication & Media Studies, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia	Culture and digital inclusion of a marginalized community, the ageing population
C3-5	Leslin Bastian, Co-ordinator, Center for Media and Entertainment Studies, MICA, shela-telav road, Ahmedabad, India	Changing Digital Landscape of India: A Case of Video on Demand Content and Applications

Session-C4: Political Rhetoric and Public Opinion		
Chair: Dr Sanjay Ranade		Discussant: Rajesh Wankhede
C4-1	Francisco Rui Cádima, Professor Catedrático/ Full Professor, DCC-FCSH/NOVA, Avenida de Berna, Lisboa Portugal	Media, Diversity and Globalization in the Digital Era
C4-2	Neha Saluja and V Eshwar Anand, Symbiosis Centre for Research and Innovation, Symbiosis International University, Pune India	Twitter and Indian Prime Minister Modi Examining the political rhetoric of 2014 Lok Sabha election campaign
C4-3	Dr Sweta Singh, University School of Mass Communication Guru Gobind Singh Indraprastha University Sector 16 C, Dwarka, New Delhi, India	Studying television news coverage of Arab 'Spring' from digital sources: the methodological constraints
C4-4	Dr. Usha M Rodrigues and Dr Michael Niemann, Senior Lecturer, Journalism School of Communication and Creative Arts Burwood campus, Deakin University Australia	Beyond election campaigns, implications of PM @NarendraModi's bid to sideline the Fourth Estate in India