

WORKSHOP-1

Big Data Research and Methodologies for Social Media, Communication and Journalism By Anuradha Bhatia

Objectives: The session is designed with following objectives:

- i. To emphasize the various research and strategies of Big Data in Social Media.
- ii. To understand the methodologies and ideologies which involve Big data in Journalism and Communication.

Outline:

The session will emphasize on the conceptual representation of the three basic social big data areas: social media as a natural source for data analysis; big data as a parallel and massive processing paradigm; and data analysis as a set of algorithms and methods used to extract and analyze knowledge towards the research and development. Big data manifests opportunities and challenges for researchers in social media, communication and journalism. Innovative ideas and fast growing transformation in social media, communication and journalism offering solutions and innovation to present novel and complicated issues on daily basis. The research on data journalism with importance to cultivating implementation of data zoning and adaptive intelligence to computational technology.

About Anuradha Bhatia

Anuradha Bhatia, a Researcher in the domain of big data with image processing with more than 25 publications in international journals and conferences. Editor and Reviewer of springer conferences and various international journals. An educator with the e-learning platform www.anuradhabhatia.com, along with the YouTube channel for students on various domains. Visiting faculty at various engineering colleges as an expert for their Masters programme in subjects like Big Data, IOT, Data mining, Information Retrieval. Her areas of interest include Big data, Image Processing, Data Mining, Information Retrieval, Adaptive Business Intelligence and working with Big data Databases. Towards the enhancement she is a writer for the international magazine e forensics and technical writer and editor newsletter of Maharashtra State Board of Technical Education.

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WORKSHOP-2

Filtering Information Overload - Google Power Searching and Offline Information Management by Professor Umesh Arya

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“We have more information than we have skills to turn it into useful knowledge” – Mark Rolston.

“Do not seek for information which you cannot make use” – Anna Brackett.

“The Private sector and Public sectors institutions would find it difficult to run in the information age because of their traditional structures and styles of functioning” – Alvin Toffler

– The above quotes apply well to the present world of information age.

How information is made useful by the smart users? How can we retrieve the qualitative information by using freely available online tools, and change our behaviour towards information as “Information Power” not as “Information Overload? How can we manage the information offline as well as online? How can we shift the pain of managing and retrieving the information, from ourselves to the computer resources? And how can we have access to the accurate information with least effort thus making ourselves participate gainfully in the digital economy powered by information age?

Objectives:

1. Identify the right practices of information behavior.
2. Managing files effortlessly.
3. Retrieving information as per the required keywords, format, neighboring words etc .
4. Searching the google with powerful commands and getting the focussed results in hundreds rather than hundred thousands and keeping updated with the desired information as it uploads on the internet.

Tools: Copernic Desktop search and Everything (Free Resources), Google Search Engine, YouTube, spot demonstration and practice by participants using BYOD method (Bring Your Own Device).

Profile Professor Umesh Arya

Prof. Umesh Arya currently teaches communication in Guru Jambheshwar University of Science & Technology, Hisar for the last 18 years. He has 35 publications in national and international journals. He is a google certified power searcher and specialises in “corpus approaches to communication studies” and “ICTs application in social sciences”. He aspires to leverage the online education methodology with his own channel on YouTube which has more than 120 videos on soft skills and hard skills. He has done more than 30 online courses from international universities and has specialisation in skill development. Prof. Prof. Arya has served as Deputy Director of Academic Staff College in his university. He has worked as volunteer to send stories on corruption to the project run by University of Fordham, New York. He

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has visited a few countries (US, UK, the Netherlands, Germany, Belgium) for his academic pursuits. Prof. Arya is a certified Yoga and Meditation Teacher, healer through prayer, Hypnotherapist and Past life Regression Therapist. He is a Cognitive Drill Therapist for Phobia, Obsessive Compulsive Disorders and Anxiety. He is a Corporate Trainer, Life Coach and a Singer. He is a Neuro Linguistic Programming coach (NLP). He is a certified Lama Fera Therapist and a Kundalini Yoga healer. He has trained more than one lac people in various life skills and academic skills.

WORKSHOP-3

Social Media for Strategic Corporate Communication by Dr. Deepti Ganapathy

OBJECTIVES

The workshop is designed with the following specific objectives:

- a. To highlight the relevance of Social Media in Corporate Communication
- b. To introduce the theories of Social Media communication

OUTLINE: The course introduces participants to the fundamentals and concept of Social Media Communication and the strategic role that communication is playing in MNCs such as GE and Amazon. The emergence of Social Media such as Facebook, Twitter, YouTube, and other digital media platforms is presenting opportunities for various stakeholders in the business environment. However, the use of Digital Media for Corporate Communication is a double-edged sword. On one hand, it provides greater transparency and seeks to engage all stakeholders, while on the other hand, it can spiral an issue out of proportion, causing irreversible loss to a company's reputation and brand image. Hence, thorough checks and balances have to be in place before communicating a message in the digital world, while at the same time spontaneity and dynamism needs to be the underlying dogma in the fast-paced and evolving digital sphere.

About Dr. Deepti Ganapathy:

Deepti Ganapathy is currently full-time faculty at the School of Business Management, NMIMS, and visiting faculty at IIM Indore and IIM Bangalore. She holds a Ph.D. in Social Media and Communication from the University of Mysore. A journalist with more than 10 years of experience, she has been a Rotary Fellow to New Zealand and finalist at the CNN Young Journalist Award in the Asia-Pacific region. Her research interests include using social media for governance, influence of media reports on policy planning in the area of climate change and human trafficking in India. In her free time, she continues to

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write for mainstream media on issues relating to climate change, education, travel, women empowerment and health.

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