



SOCIAL MEDIA AND SOCIETY INTERNATIONAL CONFERENCE 6-7 AUGUST 2021

LIVE ONLINE - ZOOM



Forum for Learning
and Action with
Innovation and
Rigour



SOCIAL MEDIA AND SOCIETY INTERNATIONAL CONFERENCE

6 – 7 AUGUST 2021

(Organised by FLAIR - Delhi and
GIDS - Lucknow)



Forum for Learning
and Action with
Innovation and
Rigour

Learnings for Laws, Policies and Action

CONTACT -

A – 45/A, SECTOR 72, NOIDA – 201301

Email – info@flairindia.org

Website – <https://www.flairindia.org>



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I. BACKGROUND

The advent of “new age” Digital Media, especially, the Internet and mobile telephone during the last two decades has provided a much wider choice in collection, storage, processing, transmission and presentation of information in multiple formats to meet the diverse requirement and skills of people. Within the larger canvas of Digital Media, the world has been a witness to the revolutionary phenomenon of Social Media, which has hugely impacted and transformed the society.

Social Media, whether by design or default, tend to transform the social systems in which they are employed and therefore they are also ‘constitutive technologies’. A huge impact of Social Media has been witnessed in business, media, education, entertainment, travel, social and political institutions etc.

As a consequence of the development of a number of social media platforms and the rise of the internet and its news ways and means of usage in the past couple of decades, audiences have become increasingly active in the negotiation, appropriation, and even production of media content.

The cross – cutting theme of discussions and deliberations was - Usage of - (a) Artificial

It is important to visualize and sufficiently understand the overall dynamics and trajectories that Social Media may unleash on social, political and economic spaces and relations and how the Social Media themselves get impacted by the social, political and economic spaces and relations. It is even more so important in the current context where governments are in the process of designing and devising the law, policy and regulatory framework for Social Media, which implicates almost the full range of governance activity in India. It is important to understand the nuanced balance between Privacy on one hand and safety/security on the other hand. At this juncture, it is important that we deliberate and discuss to develop this real understanding of how this process has progressed and what may be the probable course of development, which will be useful in making future plans to serve the social, political and economic spaces and relations in the best interest of all.

The “Conference – Social Media and Society” was an opportunity to discuss the influence of social media on social, political and economic spaces and relations and vice versa.

Intelligence, Deep Neural Networks, Machine Learning, Big Data Analytics, and (b) Sociology,

Psychology, Psychiatry, Public Policy, Law, and Law Enforcement, to understand the underlying problems and fault lines and possible solutions.

II. INTRODUCTION

The International Conference was organized ONLINE on 6 and 7 August 2021. The Conference had an Inaugural Session on 6 August 2021 that was addressed by –

1. Shri Rajeev Kapoor, IAS, State Information Commissioner, Uttar Pradesh
2. Prof. Yusuf Syed, Professor of International Education and Development Policy, School of Education and Social Work, University of Sussex, UK
3. Dr. T. Sundraraman, Global Coordinator, People's Health Movement, Former Executive Director, National Health Systems Resource Centre, New Delhi
4. Prof. Parmod Kumar, Director, GIDS, Lucknow
5. Dr. CS Verma, Senior Fellow, GIDS, Lucknow
6. Prof. Abdul Matin, President, FLAIR, Former Chairperson, Department of Sociology, AMU

The Valedictory held on 7 August 2021 was addressed by –

1. Prof. Shalendra Sharma, Lee Shau Kee Foundation Chair Professor of Political Science, Lignan University, Hong Kong
2. Prof. Yatan Pal Singh Balhara, Additional Professor of Psychiatry, All India Institute of Medical Sciences, New Delhi
3. Dr. Raj Bhandari, Chief Mentor, FLAIR, Eminent Nutritionist and Paediatrician
4. Shri Ajay Kumar Sinha, Executive Director, FLAIR

There were three technical sessions and panel discussions on the following topics and were chaired by –

1. Social Media and Education/Health (Including Mental Health)

Session Chair – Dr. Deepa Idnani, Head of Department, Department of Education, SPM College, Delhi University, Commonwealth Scholar, UCL, London, UK

2. Social Media and Family/Marriage (Including Courtship, Divorce, Parenting etc.)

Session Chair – Dr. Becky Faith, Senior Researcher, Gender Studies, Institute of Development Studies, Sussex, UK

3. Social Media and Social Reputation (Including issues of identity theft, impersonation, profile hacking, fake news, defamation, privacy breach etc.)

Session Chair – Prof. Kumar Askand Pandey, Dr. Ram Manohar Lohiya National Law University, Lucknow

There were 20 paper presentations in the technical sessions and 12 panelists for the panel discussions (details of programme schedule in Annexure 1). The 20 papers were from 15 different Universities across India.

The panelists for the three panel discussions were –

1. Social Media and Education/Health (Including Mental Health)

- Dr. Sanjeev Rai, Governing Board Member, FLAIR, Delhi
- Dr. Satnam Singh, Amity School of Communication, Madhya Pradesh

• Dr. CS Verma, Senior Fellow, GIDS, Lucknow

2. Social Media and Family/Marriage (Including Courtship, Divorce, Parenting etc.)

• Dr. Renu Jainer, Consultant Paediatrician, Birmingham, UK. Chair of BAPIO Paediatric Forum

• Mr. Ajay Kumar Sinha Executive Director, FLAIR

• Prof. Abdul Matin, Former Chairperson, Deptt. Of Sociology, AMU

3. Social Media and Social Reputation (Including issues of identity theft, impersonation, profile hacking, fake news, defamation, privacy breach etc.)

• Prof. Harsh Dobhal, School of Media and Communication Studies, Doon University, Dehradun

• Adv. (Ms.) Bhavna Sharma Senior Fellow, FLAIR

• Adv. (Mr.) Vikram Srivastava, Founder, Independent Thought

• Dr. Tanu Dang, Department of Journalism and Mass Communication, KMCL University, Lucknow

• Mr. Mukesh Devrari, Freelance Journalist and Political Commentator, Auckland, New Zealand

III. LEARNING AND WAY FORWARD

Premise

The learning from the conference are strictly based on the presentations and discussion held. The organisers of the conference – FLAIR and GIDS do not have any organisational comment or influence on the discourse or positions taken by the presenters and speakers at the conference. However, as organisers of the conference, both

FLAIR and GIDS are duty bound to take the learning forward to the research and teaching community, law and policy makers, and general public for the larger good of the Society. This report is towards fulfillment of this purpose of taking the learning and discourse forward in the larger interest of the Society.

As stated by Dr. Raj Bhandari, Mentor, FLAIR, at the conference that as an organization, FLAIR stands value neutral and a disseminator of knowledge in its role as organiser of the conference. FLAIR does take positions on matters concerning the public good and works with all stakeholders, but only after necessary and sufficient learning on the concerned matter. But, these positions are not reflected or stated in this conference report or other such conference/seminar/workshop reports. Such positions are stated and reflected in FLAIR's Policy or Position Papers.

The discussion and discourse of the conference was towards learning from experience and research and informing practice and policy of Social Media in the best interest of the Society.

Dr. Bhandari said that all the findings of research and academic discussions that we have had should basically translate into action. That is something that we need to work on. Translational research would be important and it would be useful to inform policy because what we find is that the Regulatory

Framework for Social Media have to be strengthened. He explained that there have been divergent views and both sides were represented in the discussions during the past two days of the conference where one advocated for free use of Internet with no restrictions and the other group which also posed issues on the content and the surveillance mechanism and maybe advocated to restrict the use of social media. FLAIR as such stands neutral in this entire discussion and what we propose to do is that collect all the findings and as a repository of knowledge, we would want to present it to the powers that be – the law makers and policy makers. He said that by 2029 there would be something like 80 crore internet users and FLAIR and the whole network of multiple stakeholders can play a very important and useful role in not only acting as a repository of knowledge but as a watchdog for any breach in law which happens and which is likely to happen with the kind of access to data that the Big Tech Companies have. So this would be a very supportive step I believe, for the Governments and Society. We can work collectively for achieving the objectives of prevention and redressal of these issues like cybercrime against children and adolescents example cyber bullying cyber stalking identity theft child pornography etc. and also the issues of Internet Overuse, Abuse and Addictions that affect health outcomes - both mental and physical, learning outcomes and family and social relationships. These are currently very

relevant in the work that we can take up as a network of multiple stakeholders - all involved, and draw the attention and inform policy and that would be our ultimate goal.

Social Media and Society – Context and Perspectives of Health

Delivering the Keynote address at the Valedictory of the Conference, Dr. Yatan Pal Singh Balhara, Additional Professor of Psychiatry, All India Institute of Medical Sciences said that the interaction between Social Media and Society is too complex, it is too intricate, it is too multifaceted. In many parts of the world, including India, for many individuals that we know of – Social Media is probably there in our lives, in one way or the other, we may like it, we may love it, we may dislike it or we may hate it. But, we keep hearing this word. We might be an end user, we might be a person who is trying not to do it too much, we might be a person who is advising somebody else that it is not the right thing for you, but, we all somehow have some stake in this issue.

Putting the whole discussion and debate in a perspective, Dr. Balhara explained that when it comes to Social Media and Internet Mobile Devices, what is happening these days is that we tend to have ALL or NONE stand. We look at things in very black and white way. People are quite polarized in their opinions. And, it won't be difficult to find

people who either love it or hate it. There are people who try to find middle path as well, but it is very easy to get swayed either ways. So, people either believe that, yes - it is the thing for the future, why not start today, why wait till tomorrow. Others believe that we had a reasonably good life before Social Media came and what's the need of this change that is making our life complex.

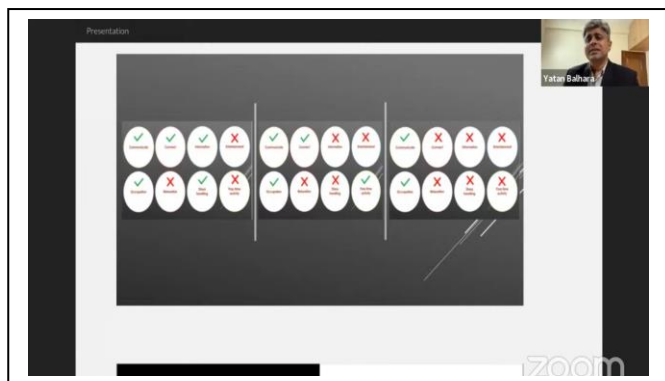
Figure 1: What is Social Media used for?



Dr. Balhara explained that Social Media as generally understood is a means of – (a) Communication, (b) Making and maintaining Connections, (c) Information, (d) Entertainment, (e) Occupation, (f) Relaxation, (g) Stress Handling, and (h) Pass-time activity. See Figure 1. Out of these means, many people think and explain it as a right and appropriate means for some and disapprove of other uses that Social Media should be used for. For example, there are some hypothetical situations – first set of people explain that Social Media is appropriate not for Entertainment, Relaxation and Pass-Time Activity but is alright for other uses. For

other hypothetical situations please refer to Figure 2.

Figure 2: Appropriate uses of Social Media – Understanding of People – Hypothetical Situations



Based on this right or wrong kind of philosophy about Social Media, we might have divergent views of people. This polarized view lands us in very awkward situations.

For example, from a health perspective, during the Covid-19 pandemic, Social Media Platforms were a source of getting Health Care delivery, when all other means were not available (Figure 3). When the whole Health Care Mechanism was reeling under demands for Covid care and other patients who were suffering from other ailments requiring medical attentions got at least the OPD care through Social Media.

Figure 3: Good Use of Social Media during Pandemic



But, the same Social Media was also used to peddle some serious disinformation to the extent that World Health Organisation termed it as Infodemic and called it as more harmful than even the Covid-19 itself.

Figure 4: WHO warns about Infodemic



The menace of misinformation went to such an extent that a news started doing rounds that WHO and Gaming Industry are partnering to encourage social distancing. The fake news was circulated being circulated that the World Health Organisation has teamed up with the Gaming Industry and that is why it is promoting social distancing and it will indirectly benefit the Online Gaming Industry. Whereas, in reality it was just the opposite – WHO has declared in 2019 itself that Online Gaming is one of the Diagnosable Mental Disorder.

Figure 5: Misinformation – WHO encouraging social distancing by partnering with Inline Gaming Industry



Dr. Balhara stated that Social Media has become a source of Misinformation, Miscommunication, Misrepresentation and Misattribution.



Dr. Balhara called for a spirit of enquiry and discussion and understanding while using Social Media. Social Media and its interaction with and implications for Society is a very complex issue. There are no simple answers. He said, "There is nothing like I can recommend – do these 5 things or don't do these 3 things to use Social Media appropriately and safely. But, at least one thing I can say with certainty is that let us not be in a hurry to

take that right or wrong kind of positions. Let us be open to the discussions and debate as to why it is right or why it is wrong. We have seen, at least from the health perspective, that Social Media can play a very constructive role. But at the same time it can be source of great misinformation and miscommunication. Miscommunication can be very damaging in many ways. Besides the time spent on Social Media and the content, we should focus on the Context of and Expectations from the Social Media. We must remember that it is not just an individual's choice, but the Society as a whole is a key player. It is just not an individualistic thing that you leave it to the person and the person is responsible for what he or she does. No – it is the role of the individual and the Society as a whole that is shaping his/her behaviour.

Digital Citizenship – Concept of Equity and Participation for addressing issues of Access, Inclusion and Equity in Quality Education

Speaking at the Conference, Prof. Yusuf Syed, Professor of International Education and Development Policy, School of Education and Social Work, University of Sussex, UK said that our efforts cannot solely focus on access and technological issues. Quality Education is of course all about performance but it is also about the capacity of students (in this case young people and children) to understand their world and to respect other people

and culture. Technology can help us become better people, if education teaches that. Tech communication must be a means for generating dialogue. We should always bear in mind that fundamentally the role of education is to prepare citizens.

As such it reflects both - potentials and dangers, fundamentally changing the social, cultural and economic structures of the world. It also provides interestingly equally means of struggle, participation and connecting social movements and solidarity struggles across time and space. And therefore in thinking through Social Media and Education, we need to engage critically with these New Technologies, generate and engender, particularly how they shape the children and young people.

Important point - Digital Citizenship. Critical towards digital citizenship that works towards social justice and in which Social Media is underpinned by fundamentally two sets of principles - one is the principle of inclusion and second principle of equity. And there are few aspects of Digital Citizenship –

- Securing access to digital devices and services
- It is also fundamentally about practicing digital wellness
- Acknowledge the digital divide

- Practicing and empowering learners with digital literacy. This requires empathy and understanding of how data gets used and misused and understanding how the internet works.

Prof. Syed went on to argue for a conceptual notion of digital citizenship which relates to the knowledge skills and dispositions for the critical digital citizenship competence in and through education. He said that we need to talk about how digital citizenship is fundamentally a segregated information highway, which highlights the inequality in access and use, but at the same time calls for critical information literacy as key to developing the competence in dealing with digitalization and Social Media. And these sets of knowledge, skills and dispositions, which includes values and beliefs and attitudes, can be covered by four fundamental themes.

He said that drawing from National Digital Inclusion Alliance – the first principal is equity. Digital Equity for Social Media is a condition in which all individuals and communities have the information, capacity for full and meaningful participation in our Society, Democracy and Economy. Digital Equity is fundamental for civic and cultural participation, employment, lifelong learning, and access to essential services.

Digital Citizenship and Literacy in relation to the idea of Education Quality, is about developing the capacity and knowledge skills and dispositions to ensure that everyone is capacitated, particularly those who are the most marginalised. They are capacitated to participate Online through whatever personal technological device they have access to – in secure, convenient networks.

And, to get the quality and equity of digital citizenship requires access. Access includes FIVE ELEMENTS –

- 1 – Affordability of Network and Infrastructure
- 2 – Devices that meet the needs of the user and not the developer or techno corporations that drive the technology
- 3 – Access to digital literacy training
- 4 - Quality technical support
- 5 - And fundamentally in education terms, it requires content and applications and apps, that are designed consciously with education purpose in mind, and that encourages self-sufficiency participation and collaboration, in which the development and usage is shared and openly accessible to all, rather than being secretive behind barriers of corporate strategies.

In other words it also requires inclusion. It requires intentional strategies and investments to reduce and eliminate historical, institutional and structural

barriers to access to digital literacy. Digital Citizenship Literacy in terms of skills, knowledge and disposition, first requires technical and cognitive skills. But, fundamentally it requires an understanding and a set of values, beliefs and attitudes, in which we understand how technology can be used for productive and meaningful engagement for equity, and for holding communication across divides, so that we can all participate in civic society and contribute to a vibrant, informed, engaged communities, societies and the Global World.

Developing systems and policy frameworks for inclusive and equitable Social Media that promotes it's potential and mitigates the adverse effects

In this context there are three conditions that we need to ensure in order to meet the potential and mitigate the adverse effects of Social Media in its potential for Society. These are –

1. We need to develop systems that are holistic and comprehensive, which are characterized by effective communication in education and which has technology that is easily and equitably accessible, and content which is meaningful.
2. We also need to provide support to teachers and learners both in terms of use, and also in the context of the pandemic for their well-being.

3. We need to develop curriculum in education which are at one level broad but deep. To develop the skills and dispositions as noted a path alongside other literacies because it is not just digital literacies, it is also all the other literacies that are important – (a) the critical literacy language literacy, (b) civic literacy. It needs to be underpinned by curriculum that is relevant, contextually specific, localised but aware of the broader global context, and developed in consultation with and used by teachers who are also key to developing them.

We need to develop policy frameworks which not only leverages but also regulates private and non-state actors. Develop frameworks for data use, tech privacy and freedom of information that ensure that their safety, particularly of children and young people is the key. This requires a comprehensive Policy Framework for Digital Literacy and Digital Citizenship, which in the context of the pandemic pulls back differently and provides better education.

This will require investments of human capacity, financing and infrastructure. These issues of Social Media and Society required joined up and collective responsibility, cross-country and within country, across institutions and within institutions, across and within sectors, across and within disciplines, across and between actors, so that we can raise fundamentally the potential of Social Media in

Society while mitigating most pernicious and egregious, if negative effects.

Expectation (Optimism) of Social Media versus Reality of Social Media

Speaking at the Conference, Dr. T. Sundraraman, Global Coordinator, People's Health Movement, Former Executive Director, National Health Systems Resource Centre, New Delhi said that Internet based Social Media is a dramatically new technology dramatically and a dramatically new development. Social Media is something that is less than 20 years old in its development and even much less than that in its actual spread. Social Media as is known are those interactive technologies that allow the users to create, share and exchange content, ideas, information, images etc. Broadly Social Media is Internet based and it is differentiated from other media by having high proportion of user generated content - by being maintained on social platforms and by being carried forward by social networks - this together gives it a certain character. A character that has dramatically expanded. It has reached into a wide number of areas - geographical and in terms of thematic areas. Within this there are many forms in which the interactions take place on social media. There are blogs, microblogs, enterprise source solutions, social network sites, project management tools, forums, platforms, gaming devices and sites, photo sharing series - a whole subset of boxes

within the social media each of which has a certain character.

We are talking of platforms that are now reaching out to substantial proportion of the world and is potentially a great unifier. Potentially you have a technology that provides seamless access across the globe from any part of the world to any part of the world.

Dr. Sundaram said, “I have meetings now with people across the world as part of global coordination, which was not possible five years back. I have people from Paraguay, Iceland, Mongolia, Vietnam and many others. The sort of international travel and the sort of efforts that it took for national or international organisation has dramatically reduced, and in some sense the covid-19 lockdown have forced the recognition of online interaction. Even the non-believers in such technology also had no choice but to choose online interactions. Now having chosen, it will be very difficult to go back. You will have to justify why you need to call all the officers to Delhi when you can very well do it on the online meeting apps.”

He said that at some point you are going to have this technology and methods by all the change that has taken place. You are having a surprising exacerbation. How would this pandemic have even

been managed if we did not have something like zoom or virtual conferencing - we don't know?

Impact of Social Media - Expectation of Social Media versus Reality of Social Media. Expectation – Theoretically, Social Media is a great equaliser, lowers class difference and it is empowering people with knowledge. Reality - Internet access is 45% and people using it frequently would be much lesser. Potentially Internet is out there and can be accessed, but in reality the one who access it optimally are mostly those who were among most privileged. It is difficult to understand exactly why and how this has happened.

Dr. Sundaraman said that there are increasing number of studies that show that the privileges that digitisation and Social Media access provide - people having higher bandwidth access are going to benefit disproportionately more than people who are left behind. We are seeing this in this during covid-19 imposed shift of educational system to digital platforms. It is enormously difficult for a poor child in a house where there are 4 or 5 people and almost no bandwidth who have to use zoom or any online platform to even get network access for online classes. They do not have computers, they do not have Android Phones. How would they be able to access virtual platforms of education is difficult to imagine. Other than the access how can they can make sense of it - do they have privacy? Do they

have follow-up? Do they have other tools? - The inequalities have increased. Amongst many other inequities, there is one more inequity - Digital inequity.

There was techno optimism of the early nineties. At some point because all are allowed to communicate freely to each other, reach information, reach messages, be able to explain the truth of the world and to the larger people, be able to expose exploitation. There was expectation that it has revolutionary potential in the expansion of Digital Media and Social Media, but reality has been extraordinarily disappointing. Reality shows that people are much more polarised, much more incapable to see the other point of view. Our own prejudices echo back upon us. Our own prejudices echo back upon us and that is why it is called echo chambers and we hear nothing but our own thoughts reflected, and we actually lose touch with what the rest of the world is saying.

Political polarization is taking place. Virtual communities have sprung up where physical communities have become weak like school alumni group, college alumni group, resident welfare group, all these social networks should have actually had to talk across the divide, but there is dominance of huge degree of polarization. How we are going to face this as a society, because this polarization continues. The same thing about the whole

approach of rational thinking, of critical discourse and discussion versus this whole notion of fake news, relative facts and reliability of information. You have highest dissemination on other hand you have high degree of disinformation. WHO says on par with covid-19 pandemic we have the problem of infodemic. Bad information is as dangerous as covid-19.

Public Policy on Social Media –

- Legislation and governance of Social Media
- Literacy and access to Social Media
- Terms of Technology Development and its access, what is the nature of technology?
- When Social Media enters the Governance domain - it helps, but also does collateral damage

Interface with rights and civil liberties - Unless we are able to ensure that whole of civil liberties as an essential value. Value around which democratic society is based is non-negotiable and cannot be compromised with. Unless we put these five issues in the frame of public policy our ability to progress and to make use of determined as potential of Social Media will be limited.

Towards a Social Media Policy and a Regulatory Framework – While retaining the virtues of Social Media

Delivering the Chief Guest's address at the Conference, Shri Rajeev Kapoor, IAS, State Information Commissioner, Uttar Pradesh, said that while we propagate Social Media, the issues of equity should not be forgotten, because that will further exacerbate the problem that Social Media is trying to resolve.

Social Media is transformative, it is transforming all aspects, it is transforming society, it is transforming social relations happening between friends and families, and it is transforming economy.

What we see today - social marketing coming to fore was not prevalent 5 to 6 years back. It is changing the way people do business, the way people appreciate things, and most importantly it is changing the politics. It is changing the political discourse, it is changing the methods of politicisation and in that context its role is transformative.

We are only at the beginning of Social Media. Most of us in India at least, have not been using Social Media for not more than 5 to 7 years, but we are seeing the impact it has had. Had we not had Social Media during Covid-19, we would not have been able to remain connected throughout.

Shri Rajeev Kapoor said, "There is a need to develop proper Public Policy for Social Media. We are engaged with the subject. Recently we had some disputes with regard to Social Media Policy, which have been launched as part of IT Act, but we don't have a comprehensive Social Media Policy. It is not that only India which is facing this, we have this issue in the US, in Australia and many other countries. Public Policy is lagging and technology is leapfrogging. But I think that it is natural. Whenever we are talking about technological breakthroughs for innovation, policy necessarily lacks innovations, because innovators are much more agile. When people who have been instrumental in bringing this technology to the fore don't know the full implications of a breakthrough technology like Social Media - how will it how it will transform, and what is the direction it will take. Conferences like these provide a forum where ideas can be exchanged, where experience can be shared, and take the learning back from here. Proceedings of such conferences should be shared with Government and with people who are responsible for making policies so that they can benefit from the knowledge and experience of researchers, academicians and people on the ground and technologist. Then only we can have a proper policy framework."

Going on to elaborate about the kind of Policy Framework we require, he said, "We don't require

very hard we require very light touch Policy Framework. We don't want policies that can stifle the growth of Social Media but we can't have unregulated Social Media either, as it has some negative consequences." What are the aspects of Social Media that we should necessarily preserve that is the soul of Social Media? If a policy wants to disturb that, then we would have lost the game, the whole policy debate should ensure that we don't lose out on the core aspects of Social Media."

Shri Rajeev Kapoor said that few important core aspects that are the soul of Social Media are –

- Virtuality of the network social networking should not be lost at any time,
- Power of Social Media is social mobilization. Political mobilization has to become different from pre Social Media days
- Power of Social Media to mobilize people on important issues of the day, and very quickly, almost real-time is unparalleled - it is very useful and should not be disturbed

The most important attribute of Social Media which should not be disturbed by Public Policy, is its power to democratise information. Information is power but so far information was controlled by certain outlets, whether it is media outlets or other specialised authors or groups of institutions.

Today Social Media enables any single person to share his or her views however lowly he might be, it does not stop him from sharing his views to general public, and if it has found takers, he will have large number of followers. This power to democratise information, which also in a way corrects certain power imbalances in the society is the true power of Social Media. We should let in any way, in any case, let public policy abridge this power, because the moment we do that we would have lost the core and soul of Social Media. Agenda setting by the User - earlier agenda was being set by people who owned the media, and we know how vested interest may capture media. Today that is no longer possible. Anybody can set agenda and can mobilize and influence.

Social Media has created a borderless world. It is a challenge for Public Policy. National boundaries have no meaning for Social Media and that is where the problem also arises because national legislations or policies can stop at the border but Social Media does not. How do we overcome this issue - we don't want any curb on cross border or across national boundaries communication. But how do we control if there is some laxity or some problem. While we have to preserve these core aspects of Social Media or the soul of Social Media, there are certain negatives and these negatives are coming to the fore as more and more Social Media users are becoming active.

First issue - trustworthiness of what is communicated through Social Media. It has become a challenge. So many different ideas were propagated through Social Media. In Covid people manytimes took it as right, even though it was not authentic. How do you ensure your communication is authentic and trustworthy? There is no moderator. We don't want too much of moderation also, else the whole soul of Social Media will go. So many cases of fake news, manipulated media. Social Media has power to mobilise along good causes at the same time, this power can be used for political polarization, which also we are observing in our country, on many occasions. We have to be very careful.

So much of use of Artificial Intelligence on Social Media that has become a challenge for individual privacy. We don't know, even when the smartphone is not in use, the sites apps are keeping track of our activities, and they can build a profile. Most of our information, which we consider private are actually in public domain. It is being misutilised - we are seeing the kind of tracking problem is emerging all around. So how do we ensure that Social Media while preserving its core identity, does not create problems, does not lead to loss of privacy. Finally how do we ensure that Social Media does not exacerbate the Digital Divide issues of accessibility, issues of affordability? Inequality is worsening across the world. Social Media - the kind of role it is

playing on political, social and economic spaces accentuates this divide and then we would be heading for very bad times very difficult to correct.

Social Media – Democracy, Free Speech, Privacy, Marketplace - Strategies to regulate and rein in Big Tech Companies

In the Chief Guest's address at the Valedictory of the Conference, Prof. Shalendra Sharma, Lee Shau Kee Foundation Chair Professor of Political Science, Lignan University, Hong Kong, spoke about the issues of relationship between social media and free speech and democracy and how do we address some of the challenges that are posed by this new technology that makes quantum jumps even as the conference was underway.

Prof. Sharma said that Social Media had not only revolutionized communication but it had transformed our lives - not only as individuals but as society. It allows us to express ourselves freely like never before. It can be a technology for good or bad – depending. From the perspective of issues such as democracy, free speech, these are the unintended consequences of technology. Technology is generally neutral in many ways. But, impact on many issues of free speech and democracy is an unintended consequence. So how do we deal with this issue because it has many important implications for Public Policy?

If you look at democracies in the world, freedom of speech is an important right that citizens have in the United States. Freedom of Speech is a First Amendment Right, it is the first thing in the American Constitution granted by the American Constitution that one has the right to free speech. What does it mean in practice is that government cannot penalize individuals for their written or verbal speech for expressing particular opinion in the United States, and this applies to most democracies that the Government cannot impinge or penalise on your basic rights. However, there is a catch. The Government in all democracies including the United States, can pursue or even persecute an individual for threatening harm - very broadly defined. That is to say, we do have free speech under the First Amendment but no one has the right to use this Freedom of Speech to commit or threatening to commit any crime. In other words, you do not have, or one does not have, Freedom of Speech to misuse this freedom to him impinge on the wellbeing of others. So it is a very fine line, you have freedom of speech but the way you exercise that right and privilege, is contingent. This is the big catch - this rule does not apply to the American Big Tech firms. Google, Facebook, Amazon, Twitter and YouTube that is owned by Google amongst others are exempt from this rule that is granted by the First Amendment.

What it has meant in practice is that private companies including Internet Platforms and new Social Media do not have any legal obligation to protect or even respect any individual citizens' right to free speech. They are under no obligation to protect and respect the American Constitution or of course even in the context of Indian law.

Even the Indian Law is much weaker or it is much more contradictory when it addresses this issue. So in practice it has meant that Facebook and Twitter can kick out President Trump. It can exclude both the sitting President and the former President from their platform. You know that in the case of India - Ravi Shankar Prasad the Indian Minister and others, Twitter can simply say we can exclude you. There is nothing you can do about it. So, this is a reality because these Big Tech companies do not have to abide by this rule. In other words, we as citizens have to respect and abide by their Community Rules - broadly defined. If we don't accept their Community Rules, they can kick you out. So, in practice it has meant that if Facebook wanted to permanently ban anyone who posts negative comment about it CEO, Mark Zuckerberg then it would be within the country's legal rights, and it would not be considered an infringement on right to Freedom of Speech. That is why the Twitter CEO Jack Dorsey has said, "I will do what I want, this is my company, I am not under any rules and

regulations, I will not even filter information, I will decide what is on and not on.”

But, why did this state of affairs happen in the United States? When the internet began its journey in the Silicon Valley, there were a lot of concerns about these internet companies. If they are to grow, then they need freedom in the marketplace. You could hold internet companies or the Social Media companies, liable for third party content. That is to say if these companies were to grow, you cannot hold them liable, because America is a highly litigation ridden society. You will get sued, you will be liable, you have to pay heavy penalty. So what the government decided at that time, was to say – No. In the fairness of the marketplace, we want these companies to grow, and they should not be held liable for content that are provided by third party providers. So in 1996 the US Congress passed the very important law called Section 230, which protects online services from being liable. And in the US, this is the key point- “liable”. Because, if you are not liable, you cannot be punished financially, you cannot be sued. So you are exempt. You do not have any financial liability. So in other words, it is basically said to the Internet companies - look you are free to moderate content as you see fit, because being considered as publishers of third-party content. You can publish this content as you see fit. You have a wide discretion, and you will not be held liable financially.

And, this thing went on for about 20 years, but thing began to change over the last five or six years. So what happened over the last two and half decades? Well something very important happened. These media platforms became very powerful. They became very large, they became very unaccountable, and most importantly they became private privately owned companies. CEO of Facebook - Mark Zuckerberg - billionaire and imaginable wealth in the Silicon Valley in California. The resources that they command is simply astounding. So they became very rich, very quickly, in a very short time that takes generations for companies to grow. These platforms became powerful, they are private and they are and unaccountable. So what the United States began to think about it is to say - well we will need to rein in these companies. And, both growing numbers of Republicans and Democrats lawmakers, that is both sides of the Aisle in the United States – both Republicans and Democrats began to say – we need to do something about Section 230 and we need to repeal or we need to revise it. And the best way you do in the American context is you hold companies liable, you make them liable. Liable means they will have to pay very high penalties, and they will respect the rules. But it is even more complicated than that. So what has happened in the last 25 years that has raised concerns on both sides of the Political Aisle in the United States - whether you are a Republican or Democrat?

What you find with these Big Tech Companies is that they are so called Socialist Billionaires. It is an odd phenomena, as the American Society has become very rich, you have a very large section of elite that subscribes to some form of progressive or socialist ideology, whatever it means, is open to interpretation. So the Republicans say - well look they tweak accounts, they manage the system, in the search function generally you will not get so conservative comments, and they manipulate Online Discourse.

On the other hand, the Democratic Party and especially its more progressive wing, the more left wing of the Democratic Party - it has become more powerful in recent days and in recent years, said - look - what these companies do is that they have a bias against liberal ways. Did they give too much freedom to conservative views that discriminate against liberal and more progressive views? And they spread disinformation. So both are criticizing, but from different points of view. So this used to be the general discussion in the dialogue, and of course the lawmakers could not agree - both Republicans and Democrats.

But, then over the last five years, something else happened when policymakers and especially very important American Academic began to think about this issue.

And this was led by no other than the Stanford University, the most prestigious University of the American Universities, led by their Cyber Policy Centre, by the very famous Political Scientist - Professor Francis Fukuyama.

And he basically said that we need to think about how we can rein in these large Internet Platforms such as, Twitter, Facebook, Google, and his argument did not take the Republican or the Democratic argument. His argument was much more advanced and subtle. He said that these Social Media Companies owe a potential threat to democracy. Now, what does that mean potential threat to democracy? How can these companies pose a threat to democracy? He says - well because they can sway elections and they used the example of the last American election when there was alleged manipulation by Russian agents. They said Russia was able to influence information, search what came out, because people in the United States will be very much influenced by the social media, and this was how election was manipulated.

There is a threat to the elections and in a broader sense democracy. Once this issue was raised this problem became more known to the public. We have a sense that the way these elections are done, what we read, what we hear, what is presented, has a real implication in changing public opinion. Public

opinion can translate into votes. It translates into Public Policy. There is an implication.

Then the United States Government began to take action. First of all in the United States, lawmakers and regulators now say there are some genuine concerns about free speech. We have very powerful market incumbencies whom we don't understand. These guys dominate the market square. What are we going to do about it? How can we do this in a way that respects the rule of law?

If you are an authoritarian system there is no problem. In China for example - China has long banned these Internet Platforms. It has very strict rules and controls. They can simply say - you cannot function here. But if you take the case of India. Here is the so called world's largest democracy and what you saw was Twitter CEO Jack Dorsey basically saying - not even saying, refusing to acknowledge Indian law, and even comply with Indian law. He said I am going to do what I want to do and then you had a very bad case of Ravi Shankar Prasad. He could not know what to do. Ravi Shankar Prasad gave a warning to Twitter - I am giving you the last warning it then became the last last warning the last last last warning, last last last last warning... It was such a National Shame. I mean what is this country doing? On the other hand you had Nigeria basically saying to Jack Dorsey - that - Dorsey look you have to respect the basic rules.

And remember Jack Dorsey (Twitter) is doing this even though India is a huge market. He didn't care, had absolutely no respect. He simply said - he refused to acknowledge existence of Indian law. I am going to follow American law.

If you are going to operate in India then you are going to have some understanding of law. What has happened in the case of Ravi Shankar Prasad is a symptom. India is a country where the laws are outdated and contradictory. Same thing you are seeing in the case of Mumbai regarding pornography. You know what is erotica? What is pornography? In India there are no clear guidelines, that's why everybody runs around on bail. That is the problem. You need to get your law in order.

So Jack Dorsey simply played the game. This led to the next issue. What is the United States going to do about it? What the United States does to these Big Tech Companies is going to set the standard. And what is going to happen in the United States, I think you can keep your eyes and ears open for the next couple of months or years. The United States has already decided that it is going to treat these Big Tech Companies as monopolies. This is very important statement. The Biden Administration has now established very strong Anti-Trust legal team to go after are these Big Tech Companies, because the minute you say these Big Tech Internet platforms are monopolies - what in the United States language

the Monopolies is mean that they are concentrated in few hands, they manipulate markets, they manipulate information about consumer behaviour, and most importantly they keep out competition. And in the Biden Administration they have got a team of very powerful lawyers who are going to basically bring these companies to task.

In October 2020 the US Department of Justice has announced that it would be pursuing an Anti-Trust investigation into Google, which means, if they are held liable, then they can pay billions and billions of dollars in penalty, not only to Government, but also to individuals. In the United States, individuals can sue the companies at huge liabilities. You probably know that case of smoking. Somebody can win a big relief, if one can make your case. So that's the view. So that raises the question - is it being fair? Is the US government under Biden and even before him Trump going too far that you are going to hold Big Tech Companies as Monopolies, put end to Anti-Trust Legislation on them, put massive litigation charges against them, drag them to court, hold them liable, fine them, and in the sense to undermine competition. This is the concern – right. How do you allow the market to work freely? You need to have regulations but regulations that are also just and fair and not destroy the technology.

So there are couple of views and this gradually will be adopted by other countries. In the case of India,

it will have to strengthen its legal system and basically make it much more coherent. But in the context of the United States this is what they are going to do. They are saying that they will remove (not repeal but remove) Section 230 that protects this companies from providing manipulative advertisement, and collect data to make such advertisement. It is basically saying - we are going to now begin to hold you guys liable. If you engage in manipulative behaviour or that you collect data to make advertisements, in other words you have to be very careful as your collect private information about people and how you use their data. The second issue that they are talking about is that they are saying that we will remove Section 230 protections contingent on the certification from Federal Trade Commission. FTC in the United States is a very powerful federal agency. It is a watchdog agency. In other words, it means that if the Federal Trade Commission gives these companies a Certificate that they are behaving properly, they are not discriminating against any political point of view, and then it is going to be ok. But, it raises another question. Does it mean you are going to have Big Government to interfere? And Americans don't like Big Government, they don't like too much Government interference in the marketplace, because if you have government beginning to give Certificate on good behaviour then you can just begin to see the implications. It has led to the third point again articulated by lot of academics, and I

think most likely it will end up that way. If things go well this is where the United States is heading. Which means the rest of the world will be heading in the same way in terms of dealing with these companies. At least the democracies dealing with these companies.

There is a third view proposed and the third view is supposed to straddle both the government and the marketplace that there is going to be a greater Government oversight, greater Government regulation and on the other hand the regulation should be in such a way it does not stifle competition, innovation and all of those things. So what is the balance? What is the conclusion? The argument is that we need a gatekeeper, there needs to be a gatekeeper for these Tech companies and this gatekeeper has to be fair, that is to say - allow for innovation in the tech companies so that they can grow but at the same time they don't become like a Jack Dorsey, who can simply thump his nose at law, and say look I am going to do what I want. You do not want any individual to have that much power, especially when the individual runs a very powerful company.

And this is also coming from Society, because you begin to already see the societal pressure in the United States and I also assume in India, and the societal pressure is in this way - I think people are becoming much more skeptical about these

platforms, and doubt whether they are in there for the public interest, and as the earlier speakers also mentioned today and yesterday - what is the public, when we talk about public interest? What the public is really concerned about? It is the issue of privacy, that is to say what data is collected about them and how is it going to be used because in democracy, especially in advanced liberal democracy like the United States, and Western Europe, citizens want to have sovereignty over their personal data, even though they know that in the Internet world of the way we live in the globalised world, there can never be complete sovereignty. But they still want to have some sort of sovereignty over their personal data, so this is what this solution has been proposed, again by the people at Stanford. They are saying that this is what we can do. We can keep Government at bay, but we also make this company's liable is that we reduce platform power how do we reduce the platform power of these companies. We require these companies to open their platforms to outside content moderation services, which they call middleware. In other words - do not have to have the Federal Trade Commission interfere - we don't want the Federal Government to be the watchdog, to be the gatekeeper, we don't want Governments because Governments are inherently overpowering. What we want to have is an open platform where there is an outside content moderation service outside content moderator and they call it middleware. But the question is what will

this middleware look like? Who is going to be the content moderation provider? Who is going to be this gatekeeper? If it is the government or the private companies? How do you do it? No one has a very clear idea about it because this raises normative and technological issues. The consensus is something like this - but but how do these companies read content. We all know. They simply rely on Artificial Intelligence, Machine Learning and other automated technologies. That is what Facebook does. In Hong Kong the same thing. You basically get Artificial Intelligence, Machine Learning to basically regulate content. The problem is - it is very expensive to do and not every country can do it.

It requires tremendous amount of resources and how do you do? It is a bigger question. You have objective information and you have subjective judgements. Artificial Intelligence, Machine Learning and other automated tools provide this balance, I think. We don't know. But this is where the consensus is - that this is the way. And I think in the case of India as in the case of the United States once they make it a Rule then the rest of the countries will follow. In the United States these Big Tech companies will be reined in. As I mentioned, the Biden Administration has come up with a very tough anti-Monopoly legislation and enforcement. The Biden Administration has something that Trump did not do. It is very creative and the

Administration is saying that for these Tech companies we have the law but it has not been enforced. We know that the markets are heavily concentrated, but they have made an argument that is very interesting. They said that if we allowed this market concentration to go on without Anti-Trust Legislation to break this Monopoly then we will see higher prices for consumers and skyrocketing corporate profits. And this is already happening in the United States - higher prices for consumers and skyrocketing corporate profits. These arguments that Tech Companies will have huge problem defending against so they will comply.

And this is what India will also have to come to terms with. Because if you do not punish them, or do not hold them liable, then they will become too large, and you want to balance public interest, and you want companies to flourish. But at the same time you have all the other issues that go hand in hand with it. These are my thoughts about free speech. Issues of democracy, issues of accountability, and how do we now begin to think in a very critical way to provide some order. Because yes there is no doubt that the corporate profits have been high. Corporate profits have been high - look at the stock market. Look at how these companies are doing, even under Covid-19. Huge corporate profits - the government of course will go after more taxation. Higher prices for consumers. But it is their

rights - provided that they respect the rule and law of the land. It means if you operate in India or in Nigeria you have to respect National law. So I think, my point is that we will see this is the direction - where dealing with Social Media and Internet Platforms are heading. Just keep an eye on what's going to happen in the United States in the next few months. You are going to see some big hammer fall on these companies.

Key Messages for Practice and Policy

Social Media can play a very constructive role. But at the same time it can be source of great misinformation and miscommunication. Miscommunication can be very damaging in many ways. Besides the time spent on Social Media and the content, we should focus on the Context of and Expectations from the Social Media. We must remember that it is not just an individual's choice, but the Society as a whole is a key player. Social Media and its interaction with and implications for Society is a very complex issue. The spirit of enquiry and discussion and understanding while using Social Media is the key.

Digital Equity for Social Media is a condition in which all individuals and communities have the information, capacity for full and meaningful participation in our Society, Democracy and Economy. Digital Equity is fundamental for civic and

cultural participation, employment, lifelong learning, and access to essential services.

We need to develop policy frameworks which not only leverages but also regulates private and non-state actors. Develop frameworks for data use, tech privacy and freedom of information that ensure that their safety, particularly of children and young people is the key. This requires a comprehensive Policy Framework for Digital Literacy and Digital Citizenship, which in the context of the pandemic pulls back differently and provides better education. This requires investments of human capacity, financing and infrastructure. These issues of Social Media and Society required joined up and collective responsibility, cross-country and within country, across institutions and within institutions, across and within sectors, across and within disciplines, across and between actors, so that we can raise fundamentally the potential of Social Media in Society while mitigating most pernicious and egregious, if negative effects.

We don't require very hard and rigid Policies. We require very light touch Policy Framework. We don't want policies that can stifle the growth of Social Media but we can't have unregulated Social Media either, as it has some negative consequences." What are the aspects of Social Media that we should necessarily preserve that is the soul of Social Media? If a policy wants to disturb that, then we

would have lost the game, the whole policy debate should ensure that we don't lose out on the core aspects of Social Media.”

Few important core aspects that are the soul of Social Media are –

- Virtuality of the network social networking should not be lost at any time,
- Power of Social Media is social mobilization. Political mobilization has to become different from pre Social Media days
- Power of Social Media to mobilize people on important issues of the day, and very quickly, almost real-time is unparalleled - it is very useful and should not be disturbed
- The most important attribute of Social Media which should not be disturbed by Public Policy, is its power to democratise information. Information is power but so far information was controlled by certain outlets, whether it is media outlets or other specialised authors or groups of institutions.

The Big Tech Social Media Companies have become monopolistic and unaccountable and there is a need to rein them in. These companies have manipulate consumer behaviour through advertisements that are made by using the private data of people. The immunity of these companies against government action for User Generated Content needs to be

reassessed and there has to be more regulation and moderation from external sources. These moderation and regulation should be just and fair and should not be done by the Governments but should be strictly in the purview and in consonance with the National Laws. The National Laws and Policies should be made clear and coherent to promote, equity, inclusion, democracy, safety and free speech.

Annexure

PROGRAMME SCHEDULE

INAUGURAL – 6 AUGUST 2021, 3:00 PM – 4:00 PM IST

5:30 PM – 6:30 PM Hong Kong Time, 10:30 AM – 11:30 AM UK Time

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| Prof. Abdul Matin, President, FLAIR, Former Chairperson, Deptt. of Sociology, AMU | Moderator Introduction to the Conference | 3:00 PM – 3:05 PM |
| Prof. Parmod Kumar, Director, GIDS, Lucknow | Welcome Address | 3:05 PM – 3:12 PM |
| Dr. T. Sundaraman, Global Coordinator, People's Health Movement, Former Executive Director, National Health Systems Resource Centre, New Delhi | Keynote Address | 3:12 PM – 3:30 PM |
| Prof. Yusuf Syed, Professor of International Education and Development Policy, School of Education and Social Work, University of Sussex, UK | Guest of Honour | 3:30 PM – 3:44 PM |
| Shri Rajeev Kapoor, IAS, State Information Commissioner, Uttar Pradesh | Chief Guest | 3:44 PM – 3:58 PM |
| Dr. CS Verma, Senior Fellow, GIDS, Lucknow | Vote of Thanks | 3:58 PM – 4:00 PM |

TECHNICAL SESSION 1 - Social Media and Education/Health (Including Mental Health)

DAY 1 – 6 August 2021, 4:00 PM - 6:30 PM IST

6:30 PM – 9:00 PM Hong Kong Time 11:30 AM – 2:00 PM UK Time

Session Chair – Dr. Deepa Idnani, Head of Department, Department of Education, SPM College, Delhi University, Commonwealth Scholar, UCL, London, UK

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| Anika Vashisth, Center for Child Protection, Sardar Patel Police University, Jodhpur | Trending Romanticisation of Mental Health Disorders on Social Media | 4:10 PM – 4:20 PM |
| Kevitsalie Jerome, Research Scholar, St. Joseph University, Dimapur Nagaland Dr. Pramodini Magh Rengma, Assistant Professor St. Joseph University Dimapur Nagaland | Social Media and Mental Health: A Systematic Review on the Impact of Social Media on Adolescence Mental Health | 4:20 PM – 4:30 PM |
| N. Raja, Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science and Technology, Chennai, India Dr. Susan Sridhar, Associate Professor, School of Communication and Media Studies, MOP Vaishnav College for Women, Chennai | Social Media Anywhere and Anytime Technology in Media Education | 4:30 PM – 4:40 PM |
| Nelofar Ara, Research Scholar Department of Sociology, Lovely Professional University, Phagwarda Punjab | Social Media Impacting On Mental Health And Education: A Review Based Study | 4:40 PM – 4:50 PM |

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| Sukanya Das, Asst. Prof, Department of Sociology, Lovely Professional University, Phagwarda, Punjab | | |
| Sehba Jamal, Research Scholar Department of Sociology AMU, Aligarh Nida Khan (Research Scholar) Department of Sociology AMU, Aligarh | Social Media And Education: An Analysis Among Youths Of Aligarh City | 4:50 PM – 5:00 PM |
| Shobhna, PhD Research Scholar Amity University, Gwalior, Madhya Pradesh | Use Of Social Media In Health Sector: Benefits And Limitations | 5:10 PM – 5:20 PM |
| Dr. Supreet Kaur Associate Professor in Education USOL, Panjab University, Chandigarh Pratima Malik Research Scholar Panjab University, Chandigarh | Online learning and health hazards | 5:20 PM – 5:30 PM |
| Dr. Neetu Singh Associate professor, Department of HDFS, School of Home Science, BBAU, A Central University, Lucknow | Building a balance between Social Media and Mental Health | 5:30 PM – 5:40 PM |
| Bhavana .S External Research Scholar, School of Social sciences and languages, Vellore Institute of Technology, Chennai Dr.V.Vijayalakshmi Assistant professor Senior School of Social sciences and languages Vellore Institute of Technology, Chennai | Psychological Impact Of Social Media During Covid 19 | 5:40 PM – 5:50 PM |
| PANEL DISCUSSION | | |
| Dr. Sanjeev Rai, Governing Board Member, FLAIR Dr. Satnam Singh, Amity School of Communication, Madhya Pradesh Dr. CS Verma, Senior Fellow, GIDS, Lucknow | | 5:50 PM – 6:30 PM |

TECHNICAL SESSION 2 - Social Media and Family/Marriage (Including Courtship, Divorce, Parenting etc.)

DAY 2 – 7 August 2021 2:30 PM - 5:00 PM IST

5:00 PM – 7:30 PM Hong Kong Time 10:00 AM – 12:30 PM UK Time

Session Chair – Dr. Becky Faith, Senior Researcher, Gender Studies, Institute of Development Studies, Sussex, UK

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| Dr. Shireen Naaz Fatma, Assistant Professor, Guest Faculty , Delhi School of Social Work , University of Delhi | Social Media Use: It's Impact on Families and Parenting | 2:40 PM – 2:50 PM |
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| Anshu Bhatt, Assistant Professor, Department of Sociology, Government Degree College, Faridabad | Social Media: An Effective tool of Impression Management a Case study | 2:50 PM – 3:00 PM |
| Hadwin Charli Durai.S, Department of Journalism and Mass Communication, Lovely Professional University, Punjab | Social Media Engagement During Covid 19 | 3:00 PM – 3:10 PM |
| Dr Nidhi Goel Associate Professor in Education Aditi Mahavidyalaya University of Delhi | Social Media Sensitivity and Children – An Analysis | 3:10 PM – 3:20 PM |
| Dr Rafia Kazim Assistant Professor, Dept of Sociology LNMU | Representing the Plight of Migrant workers during Covid-19, Lockdown 1.0, India | 3:20 PM – 3:30 PM |
| Dr. Aminul Haque (Phd Scholar,USTM) Prof. Abdul Matin (Former Professor & Head, Dept. of Sociology, AMU) | Disinformation in Social Media | 3:30 PM – 3:40 PM |
| PANEL DISCUSSION | | |
| Dr. Renu Jainer, Consultant Paediatrician, Birmingham, UK. Chair of BAPIO Paediatric Forum Mr. Ajay Kumar Sinha Executive Director, FLAIR Prof. Abdul Matin, Former Chairperson, Deptt. Of Sociology, AMU Dr. Neetu Singh Associate professor, Department of HDFs, School of Home Science, BBAU, A Central University, Lucknow | | 3:40 PM – 5:00 PM |

TECHNICAL SESSION 3 - Social Media and Social Reputation (Including issues of identity theft, impersonation, profile hacking, fake news, defamation, privacy breach etc.)

DAY 2 – 7 August 2021 5:00 PM - 7:30 PM IST

7:30 PM – 10:00 PM Hong Kong Time 12:30 PM – 3:00 PM UK Time

Session Chair – Prof. Kumar Askand Pandey, Dr. Ram Manohar Lohiya National Law University, Lucknow

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| Dr. Asfiya Karimi Guest Teacher, CPECAMI (Bridge Course), Aligarh Muslim University, Aligarh- 202002(U.P.) | Paradoxes Of Digital Governance In India's Village | 5:10 PM – 5:20 PM |
| Prof. Abdul Matin, Former Chairperson, Department of Sociology, AMU, Aligarh. | Social Media Use in Rural Bengal: A Village Study | 5:20 PM – 5:30 PM |

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| <p>Presently visiting professor in the Department of Sociology at USTM, Meghalaya</p> <p>Asif, Assistant Professor in Law (Sociology) at Aligarh Muslim University Centre Jangipur Murshidabad</p> | | |
| <p>Ciciwanbok Syiemlieh, Assistant Professor, Department of Social Work, University of Science and Technology Meghalaya</p> <p>Ankita Sarma, Assistant Professor, Department of Social Work, University of Science and Technology Meghalaya,</p> <p>Shiborlang Dominic Lakadong, Independent Researcher</p> | <p>Cyberbullying On Social Networking Sites Among The Undergraduate Students In Rural Meghalaya</p> | <p>5:30 PM – 5:40 PM</p> |
| <p>Dr. S N Fatmi Department of Sociology, AMU, Aligarh</p> | <p>Social Media, Power and Social Movement: Situating the Power of Social Movements within the space of Social Media in Bourdieuan's Way</p> | <p>5:40 PM – 5:50 PM</p> |
| <p>Gnana Sanga Mithra S, Research Scholar, School of Social sciences and languages, Vellore Institute of Technology, Chennai</p> <p>Dr.V.Vijayalakshmi, Assistant professor Senior, School of Social sciences and languages, Vellore Institute of Technology, Chennai</p> | <p>Social Media And Digital Harassment: Experiences Of Transgender Adults</p> | <p>5:50 PM – 6:00 PM</p> |
| PANEL DISCUSSION | | |
| <p>Prof. Harsh Dobhal, School of Media and Communication Studies, Doon University, Dehradun</p> <p>Adv. (Ms.) Bhavna Sharma Senior Fellow, FLAIR</p> <p>Adv. (Mr.) Vikram Srivastava Independent Thought</p> <p>Dr. Tanu Dang, Department of Journalism and Mass Communication, KMCL University, Lucknow</p> <p>Mr. Mukesh Devrari, Freelance Journalist and Political Commentator, Auckland, New Zealand</p> | | <p>6:00 PM – 7:30 PM</p> |

VALEDICTORY – 7 AUGUST 2021, 7:30 PM – 8:30 PM IST
10:00 PM – 11:00 PM Hong Kong Time, 3:00 PM – 4:00 PM UK Time

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| Dr. CS Verma, Senior Fellow, GIDS, Lucknow | Moderator | 7:30 PM – 7:35 PM |
| Dr. Raj Bhandari, Chief Mentor, FLAIR, Eminent Nutritionist and Paeditrician | Learning and Way Ahead | 7:35 PM – 7:45 PM |

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| Prof. Yatan Pal Singh Balhara, Additional Professor of Psychiatry, All India Institute of Medical Sciences, New Delhi | Keynote Address | 7:45 PM – 8:05 PM |
| Shri Shailesh Kumar, CEO, Satya Hindi Former CEO & Editor-in-Chief of News Nation TV Channel | Guest of Honour | 8:05 PM – 8:15 PM |
| Prof. Shalendra Sharma, Lee Shau Kee Foundation Chair Professor of Political Science, Lignan University, Hong Kong | Chief Guest | 8:15 PM – 8:30 PM |
| Ajay Kumar Sinha, Executive Director, FLAIR | Vote of Thanks | 8:30 PM – 8:32 PM |