UNIVERSITY OF MYSORE

CENTRE FOR STUDY OF SOCIAL EXCLUSION AND INCLUSIVE POLICY

HUMANITIES BLOCK, MANASAGANGOTHRI, MYSORE – 570006

University of Potential Excellence (UPE-II), University of Mysore Funded
National Policy Conference On

Social Media for Digital and Social Inclusion: Cultural, Technological and Economic Implications

ರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದ ವಿಚಾರ ಸಂಕಿರಣ

ಸಾಮಾಜಿಕ ಮತ್ತು ಡಿಜಿಟಲ್ ಒಳಗೊಳ್ಳುವಿಕೆಗಾಗಿ ಸಾಮಾಜಿಕ ಮಾದ್ಯಮ: ಸಾಂಸ್ಕೃತಿಕ, ತಾಂತ್ರಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಪರಿಣಾಮಗಳು

Venue:
Manasagangothri
University of Mysore, Mysuru
Date: 19th Feb 2018

To,

Organized by
CENTRE FOR STUDY OF SOCIAL EXCLUSION AND INCLUSIVE POLICY
UNIVERSITY OF MYSORE, MYSORE
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BACKGROUND OF THE WORKSHOP

The number of the people using some kind of social media is 1.73 billion, up almost 50 million from last year. This means, worldwide, one in four people is connected to Twitter, Facebook, Pinterest, Tumblr, or one of its several Internet cousins. If the trend continues, which by all accounts will, it is expected that in another four years, in 2017, 2.55 billion people in the world will have some aspect of social media embedded into their lives. That's slightly more than the population of two India's put together. Not surprisingly, this charge toward a digitally mediated socialization is led by India, China, Indonesia, Mexico, and Brazil. India, for example, has seen an almost three-fold increase in the number of social media users, from approximately 55 million in 2011 to 128 million in 2013.

The increasing dependence on information and communication technologies (ICT) in everyday life, both in our professional and private lives, forces us to reflect on how we can manage the digital era. For this reason, policymakers are actively involved in exploring conditions on how to take optimal benefit of the new opportunities that are being offered by ICT. After the rapid growth of the World Wide Web, starting from the mid-90s, the transformation towards an information society and knowledge economy became a hot topic on the policy agenda

Social inclusion is based on notions of belonging, acceptance and recognition and entails the realization of full and equal participation in economic, social, cultural and political institutions. It is about recognizing and valuing diversity; it is about engendering feelings of belonging by increasing social equality and the participation of diverse and disadvantaged populations. Issues of diversity and social inclusion have an impact on how programs and services are delivered to meet a wide range of client needs. As a result, the concepts of diversity and social inclusion have become critical to the evaluation of programs for governmental and community organizations.

According Steyn Social exclusion and inclusion concepts have different meaning to different scholars. He argues that different theoretical backgrounds and ideals lead to different perceptions of the social inclusion and exclusion concepts. This in turn leads to different approaches on how to handle social problems as well as how ICT is employed in enhancing social inclusion. The different views have one thing in common though, addressing the shortcomings of the vulnerable; with an aim of increasing their capabilities and opportunities for them to participate in the society they are in, and the ultimate goal being towards building an inclusive society

Positive relationships between digital inclusion and social inclusion (e.g., becoming more active within society) were found. Digital inclusion relates to better offline communication skills, more

active citizenship (following the news), and increased social capital (both bridging and bonding) through social software (e.g. Facebook or Netlog). It is important to note that Internet use alone, and frequency of use, are not sufficient to explain positive outcomes. The use of social software seems to be critical in meeting social inclusion goals and building trust.

Many marginalized groups are at risk of digital exclusion; however, the digital exclusion of youth-at-risk and marginalized young people is particularly worrying when compared to, for example, the elderly. Today's young people are growing up surrounded by digital media which is changing learning behaviours and cognitive patterns – a shift that educators are starting to respond to. While many youth have come to have a natural affinity for ICTs, the reality is that not all young people have equal access to quality ICTs and there is a concern that non-users will

The economically disadvantaged also have limited access to technology. The technology they are most likely to have is a TV or a DVD player. However, in contrast to the socially isolated they are more likely to try and seek out access to Internet-based services in libraries or places of education. They also likely to make use of the limited resources that they do have. For example, there is evidence that the economically disadvantaged are likely to shop using their TV and even send email using digital TV. There is some willingness to access government services electronically by the economically disadvantaged, particularly using text messaging. Those suffering the deepest exclusion, where economic disadvantage and social isolation coincide, are likely to be limited to an analogue TV or have no technology at all. There is little intention among this group to access government services online or via other electronic channels.Much of the discussion about new technologies and social equality has focused on the oversimplified notion of a "digital divide." *Technology and Social Inclusion* moves beyond the limited view of haves and have-nots to analyze the different forms of access to information and communication technologies.

OBJECTIVES OF THE CONFERENCE

1.To debate on the cultural, technological and economic implications of social media and digital media and it is connections to social inclusion in India ;

2.To find out how can digital inclusion, digital competence, ICT mediated social interventions and ICT based social innovations will help for social inclusion in india;

3.To find out how research and policies can and/or should help in the development of a sustainable participatory information society for all for speedy multifaceted inclusion

SUB THEMES OF THE WORKSHOP

1. Social media and performing democracy.

2. Social media and social inclusion

3. Digital democracy and its challenges.

4. Digital economy and sustainable development

5. Social media and its economic implications

6. Social media and local culture

7. Civil society and social media: conflicts and contestations.

8. Social media for social marginality

9. Technology and local culture

10. Social media, civil society and human rights.

11. Social media and women

12. Sociology and Anthropology of social media

13. Social media, civil society and public sphere

IMPORTANT DATES:

Last date for Submission of Abstract :   13/2/2018

Acceptance to be communicated: 15/2/2018

SEMINAR DATE: 19th February 2018

REGISTRATION FEE: Rs.150/-(Rs. One Fifty Only)

CALL FOR PAPERS:

Abstracts (300 words) and full papers (Less than 8-10) must be submitted to both the E-mail ids **anthroedit@ymail.com and nanjunda@uni-mysore.ac.in** in word format. The research papers shall be preferably in the standard research format. Expert committee will short list the selected papers. Papers can be presented both in Kannada and English language.

Kannada papers must be in nudi format and should not cross more than 8-10 pages

PUBLICATION:

Selected full papers will be blind reviewed and published as an edited volume/ UGC journal after the conference with the nominal fee for the copy

ACCOMMODATION

Only out station selected women paper presenters will be provided free guest house facility depending on availability (twin share base) for one day. No TA to anyone please.

CONTACT NUMBERS

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About the University of Mysore

The century old University of Mysore (Accreted with A++) is located in south India spread around 750 acre's is one among the leading institutions of its type, and is an long-term symbol in the focus on excellence in higher education in India. It was founded by the then Maharaja of Mysore, His Highness Sri Krishnaraja Wodeyar IV on July 27, 1916. The University of Mysore became the first University outside the sphere of the British administration in India, the sixth University in India as a whole. For more plz visit www.uni-mysore.ac.in

About Centre for the Study of Social Exclusion and Inclusive Policy (CSSEIP)

CSSEIP is a University Grants Commission (UGC) sponsored centre functioning in University of Mysore (Karnataka) to conduct research on the issue of social exclusion, which has hypothetical as well as policy importance. The focus of the centre will be social exclusion and inclusion related to Dalits, tribal, and religious minorities etc.

ORGANIZING COMMITTEE

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