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‘DIGITALIZATION AND SOCIETY’

(DAS-2019)

12th January, 2019



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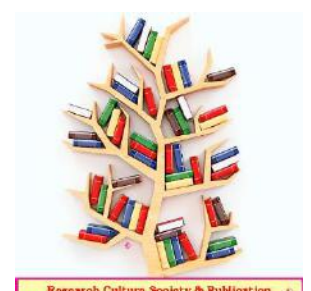
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Student Led National Seminar
&
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12th January, 2019

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About the Seminar :

“It is not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change.”
– Charles Darwin

Digitalization is a modern day wave sweeping over every segment of the world, be it media, arts, economics, business, education or governance. The nature of the world is fast transforming in this stream of digitalization. As this new reality envelops us, it is crucial to explore its complex nature and evaluate its far-reaching psychological, behavioural, social, cultural, economic and political consequences. Digitalization holds within it the promise of a democratized era of increased accessibility, borderless interaction, efficient interaction and ceaseless innovation. And yet, this emerging trend is not without its shortcomings and pitfalls. Thus, this defining phenomenon of the 21 century demands a critical scrutiny by the sharpest researchers and thinkers to deliver a deeper understanding of contemporary digital society and chart a path to navigate its tricky terrain.

Aims/ Objectives:

- To discuss digital innovations taking place, their Pros and Cons and its impact across various disciplines.
- To open new avenues for student research in digital space.
- To utilize digital media for a better understanding of the society.
- To emphasize the fact that transition is the need of the hour for transforming the society with digitalization.

Sub themes include:

Digitalization and Governance
Digitalization and Economic Growth
Digitalization and Development (Individual and Social)
Digital Banking and Financial Services
Application Uses and Development
Digitalization and the Marketplace from Conglomerates to Start Ups
Digitalization and Media
Digitalization and Education
Digitalization and Human Behaviour
Digital Art and Literature
Digitalization and Health
Digitalization and Identity: Gender, Class, Caste, Race, Sexuality
Digitalization and Disability
Digitalization and Crime
Digitalization and Ethics
Digitalization and Legislation
Any Other Topic Relevant to the Theme.

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National Seminar on 'DIGITALIZATION AND SOCIETY'

12th January, 2019

Maniben Nanavati Women's College, Vallabhkhai Road, Vile Parle (West), Mumbai, India

Gender Role Portrayals: Princes and Princesses in Walt Disney's Animation Films

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Abstract: This paper focuses on Sustainable Development Goal 5 i.e. Gender Equality. It attempts to understand how the notion of gender equality is explored through animation. The paper particularly focuses on Walt Disney's animated movies that have been produced primarily for children.

Keywords Gender roles, animation films, sustainable development.

INTRODUCTION

The Walt Disney Animation Studios has produced 56 feature films, from *Snow White and the Seven Dwarfs* (1937) to *Moana* (2016). The Walt Disney animation in total has produced 12 Disney Princess movies and few sequels of these 12 movies. The first era of Walt Disney Animation included *Snow White and the Seven Dwarfs* (1937), *Cinderella* (1950), and *Sleeping Beauty* (1959). These Disney Princess movies have been in the list of favorite Disney heroines for young girls for the last fifty years. These movies have certain themes in common—the female protagonist in each of these films is shown as a “Disney Princess” but the traits of these princesses, featured through these films are submissiveness and servitude. Though they possess divine beauty, these princesses only seem to be capable of suffering in silence, and it is because of this, they are finally given the ultimate reward: salvation through the handsome Prince Charming.

The feminist movement that took place in the 1960s left a deep impact in the role of women. A certain shift was seen particularly in the type of princess portrayed by the film makers of Disney. Where the first era princess was seen only doing chores the second era princess where seen to be more independent, heroic, athletic and educated. The second era princess include *The Little Mermaid* (1989), *Beauty and the Beast* (1991), *Aladdin* (1992), *Pocahontas* (1995) and *Mulan* (1998). Though they have become more self-sufficient, they still possess timeless beauty but have become more sexualized.

The third era of princesses seem to go beyond the concept of marriage and romantic love. Walt Disney Princesses in this era include *The Princess and the Frog* (2009), *Tangled* (2010), *Brave* (2012), *Frozen* (2013), *Moana* (2016). These movies seem to challenge the messages about love presented in the first two eras and hopefully represent the new norm that will be continued to be represented by princesses that follow. It is believed that third era Disney Princesses are a reflection of the current status of women as society has reached a point in which independent, confident women are celebrated.

Many critics believe that Disney Princess Movies have been portraying their characters, specifically females, in stereotypical ways. One of the key issues is that of gender equality and portrayal of gender roles. Gender Equality is one of the most discussed topics in today's society. Gender represents and also reproduces certain attributes, expectations and roles which are connected with male and female. Gender roles are passed on through generations.

From the age of three, children are able to start becoming responsive to the differences between girls and boys based on the actions of the parents and the nature of their environment. Media plays the most important resource through which people develop their identities. Over the years, animation has been used as a tool to make a product or service more appealing by giving visual boost through exciting graphics and animation. Animation also makes the characters innocent and soft looking, thus lulling its audience into a belief that it has a positive effect on young minds. It helps to grab attention, keep audiences occupied, communicate quickly and is able to make a lasting impression on its audience. The paper is an attempt to analyze how gender roles are addressed in Walt Disney Animated Movies and how animation helps to reinforce the ideology of the movie makers.

Gender roles are the qualities and characteristics that are considered naturally feminine or masculine. So, for example, according to gender stereotypes a women's place is in the home while the man's place is to provide for the family. However, cultural gender roles in have changed significantly overtime and there is a need to see whether Disney Princess Movies have kept pace with this change.

LITERATURE REVIEW

Before working on the topic, it was analyzed that there are 12 Walt Disney Princesses Animated Films. The focus of most researchers has been on the princesses and their positive or negative portrayals. Surprisingly, limited attention has been given to the roles of princes. Therefore, the researchers of this study felt that there is a gap of knowledge as far as gender role portrayals are concerned.

Research Questions

1. How are gender roles addressed in Walt Disney Animated Movies?
2. How does animation help to reinforce the ideology of the movie makers?

METHODOLOGY

Qualitative analysis was performed. Each Walt Disney Princess Movie was examined with the objective of examining whether there is equal emphasis on both male and female characters in the third era and the gradual evolving of ideology has been more feminist in its approach can proved true.

FINDINGS

The following are the findings that have emerged from the analysis

1. The first era of Walt Disney Princess Movies taught young minds the traditional characteristics of females and males. According to them, the traditional feminine characteristics include being submissive, damsel-in-distress, physically attractive like being thin and also pictured them as victims; whereas the traditional male characteristic include being brave, strong, athletic, leader and physical attractive. Princesses went from 'rags to riches' whereas princes were always blessed with money. The role of the prince was restricted to a last-minute entry. The prince was the one who wrote the destiny of the female protagonist with just one fate changing kiss. Thus, a prince charming was an essential passport to wealth, position and security. This was the 'truth' of all the first era Disney Princess Movies.

It was also observed that the females were seen as protagonist as well as antagonist. All the villains were females. Snow Whites stepmother The Queen is so envious of Snow White's beauty that she even plots the death of step daughter. Cinderella's stepmother makes her do harsh and strenuous chores while stripping her of her freedom, and Maleficent, the evil fairy queen that puts a curse on Aurora to put her in a deep sleep and Ursula the sea witch, who takes Ariel's voice. Back then the young girls were taught by these Disney movies that females who were independent, outspoken and goal driven are villains and the ones who were shy, and waited for a man to be rescued are the heroines.

In the second era there was, slight change in the characteristics of both male and female. The princesses still possessed traditional characteristics, but also incorporate masculine traits as being athletic, brave, ambitious and outspoken. Thus, the stereotypical masculine traits are no longer just for the males. The Princes, on the other hand show traditionally feminine qualities such as emotion and affection. Thus, there is a blurring of gender attributes in the second era. Then we have movies like 'Aladdin,' where the prince is a much more complex character and not as traditionally masculine.

However, there was still not a vast change seen in the characteristics of the princesses; they were still beautiful with mesmerizing physique and they all still believed 'in happily ever endings' which came from marriage. Beauty and the Beast has been described as "the first feminist Disney film, a liberated love story for the 90s (Swan 352) which reflected feminist ideals, with independence for the female and a balance of social and task roles for both male and female. But Belle still possesses typical gendered traits such as being nurturing and sensitive to emotions and the one who believes that happily ever after is all about finding a right man. Disney makes one believe that being small and pretty makes one gentle and kind, and that being large makes you beastly, makes you prone to angry outbursts as demonstrated by characters like Belle and Beast. The beast's comparison with tiny Belle implies that one's literal body size affects mood, essentially teaching children that fat people are mean and angry, and skinny people are sweet and nice. Another noticeable trait in the second era princesses is an increased sexuality. In Aladdin, Jasmine is both assertive and confident but her physical features are greatly highlighted and she is one of the most sexualized princesses in the Disney franchise. She uses her body to help save Aladdin multiple times. Thus, body image was one way of reinforcing stereotypes.

The third era of Walt Disney Princesses Animation is most celebrated. There was a huge difference in the role of the males and females. In last few years the Walt Disney has produced their most progressive and strong female characters. The princesses reflect the current status of women in society. The princesses in the third era seem to go beyond the concept of marriage and romantic love. Although romance is an option followed by few, love is represented for the first time in many forms. Familial love such as that between a mother and a daughter or the love between sisters is proven to be just as powerful. Self-love is another concept brought forth for the first time further showing how romantic love is not necessarily the most important kind.

For example, in Rapunzel from "Tangled" displays traits such as being strong by climbing within the tower she is held captive. Rapunzel is also able to overpower Flynn Rider when he breaks into her home and ties him up. She does not rely on the male lead to grant her freedom and instead tries to earn it back by herself.

Merida from "Brave" wants to "change her fate" and fight back against societal standards. She does this by refusing to get married and through her daily actions. She possesses many non-traditional feminine traits such as being free-spirited, adventurous, athletic, self-sufficient, and rebellious. Her voice and opinions are expressed without hesitation and she rarely question herself. She seems to create a new princess standard of what it means to be strong and feminine.

Moana from Moana is unlike stereotypical Disney movies, she follows her own path. She is adventurous, headstrong, strong-willed, practically fearless, and physically capable. She is not damsel in distress Moana is seen as going against the patriarchal system. She becomes the Chief, of her people, a position that is typically seen as a man's role. The male characters are not always portrayed as princes. For example: Flynn Rider from Tangled was a thief and not strong or brave enough like the past male characters. Flynn's character tells us that one doesn't need to be handsome hunk or charming for a happily ever after ending. Sometimes you can be weird!

According to scholars, there are not many changes in the body image of the female protagonist but our observation is different. The third era princesses do showcase a positive body image, Tiana from "The Princess and the Frog" is an African-American thus breaking the stereotype of the traditional white princesses. Elsa and Anna from "Frozen" are princess with freckles. Merida from "Brave" and Moana from "Moana" have a round face. They are special as they do not fit the "typical" body mould often represented throughout the history of Disney movies. They give young girls message that the beauty and perfection is not as important because being true to who you are and being yourself. Thus, the hypothesis stated in our research question is proved true that there is equal emphasis on both male and female characters in the third era and the gradual evolving of ideology has been more feminist.

2. There has been very little research on the interface between animation and ideology in the princess movies. The observations of this study reveal that, animation creates the impression that these films are directed at children but the viewership includes adolescents, teens, youth and adults. Also, the visual images give the impression of another-worldliness but in reality, reflect men and women in the real world. There is a danger that the ideology expressed in the first era princesses' movies may still be perpetuated. This myth that love conquers all teaches both young girls and boys that women need a man in order to live happily ever after. There are many girls who develop a dream of happily-ever-after lives like those of Disney stories. A multitude of sexist ménages are present in Disney movies teaching young girls that they are expected to play a submissive role in this patriarchal society. These fairy tales are symbolic

of women's lives being shaped by male influences. Though there is a significant improvement in gender role portrayals the fact remains Walt Disney Princess Movies of the first era are still in circulations and can influence young minds.

CONCLUSION

Thus, the paper has examined the context of the research by tracing the three eras of Walt Disney Princesses Movies. It has analyzed the significance of gender roles and formulated the research questions on the basis of the analysis of the primary sources i.e. the 12 princess movies and secondary sources like scholarly articles, blogs and websites. The findings reveal by the third era a significant change had taken place in the portrayal of prince and princesses. Also, animation has played a significant role in creating a niche audience for these films. The only danger is that animation often camouflages the ideology of movie makers. The paper is an attempt to examine the princess movies by looking at the role of both princesses and princes. This was the knowledge gap identified and we have tried to bridge it as far as possible.

RECOMMENDATIONS

It may be recommended that this research can be taken much further and will help to create awareness about how seemingly harmless animation films can also be the site for reinforcing stereotypes and also an opportunity to change these stereotypes.

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Clean Water and Sanitation: A Case Study Of Maharashtra

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Abstract: Sustainable Development cannot be achieved without up-liftment of its population. This can be done only by providing them the clean water and hygienic society. Poor water and sanitation facilities have many serious repercussions. There exists a direct link between water, sanitation and health and nutrition for betterment of human well-being. Consumption of contaminated drinking water, improper disposal of human excreta, lack of personal and food hygiene and improper disposal of solid and liquid waste have been major causes of many diseases in India and it is estimated that around 30 million people suffer from water related illnesses. Children particularly girls and women are the most affected.

Many children, drop out of school and are denied their right to education because they are busy fetching water or are deterred by the lack of separate and decent sanitation facilities in schools. Women often suffer from lack of privacy, harassment and need to walk large distances to find a suitable place for defecation in the absence of household/ appropriate neighbourhood toilet facilities. Poor farmers and wage earners are less productive due to illness, and national economies suffer. Without safe water and sanitation, sustainable development is impossible. The paper informs about some of these problems specifically in the Maharashtra region and how they can be solved.

Key Words: Sanitation, Safe Water consumption, Children, Women.

INTRODUCTION

According to the official website of the sustainable development goals, "The Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations. The broad goals are interrelated though each has its own targets to achieve. The total number of targets is 169. The SDGs cover a broad range of social and economic development issues. These include poverty, hunger, health, education, climate change, gender equality, water, sanitation, energy, environment and social justice. The SDGs are also known as "Transforming our World: the 2030 Agenda for Sustainable Development" or Agenda 2030 in short.

According to United Nations, Goal no-06 'Clean Water and Sanitation goal' is important because- Clean, accessible water for all is an essential part of the world we want to live in. There is sufficient fresh water on the planet to achieve this. But due to bad economics or poor infrastructure, every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation and hygiene.

Atapattu, in his research article titled "Economic Valuing of Water" explains, "The potential value of applying economic tools and principles as a means of improving national and international water priorities and policies came to the fore with the declaration at the International Conference on Water and Environment (ICWE) held in Dublin in 1992, where it was concluded that "water has an economic value in all its competing uses and should be recognized as an economic good."

This was further re-emphasized at the United Nation Conference on Environment and Development held in Rio (UNCED, 1992) where it was declared that "water, as an integral part of the ecosystem, a natural resource and a social and economic good"

The importance of access to clean water and sanitation is understood by all the nations unanimously and is given utmost importance. The development of the nation depends upon the development of its population. This is calculated

by several factors including access to clean water and sanitation facilities, it is therefore important to find practical solutions in the field of economics to contribute in betterment of the situation.

LITERATURE REVIEW

During the course of this research study, work of several authors and journalists was referred. A brief review of the references is given below.

According to Basu, (2006), from her research thesis titled, “Distributional aspects of water pollution control programs: a case study of NCT Delhi” it was understood that, “The biological and chemical processes that link many environmental systems exhibit relevant nonlinearities and non-convexities that cannot be easily modelled. These pose an inherent limitation on economic valuation of environmental resources.”

Jayachandran, (2012), in his thesis titled, “Status of domestic water supply: a comparative study of rural and urban areas in Thanjavur district of Tamilnadu, India” noted that “Water access pattern widely differs between rural and urban households. Street stand-post is the chief source of water access for many rural household. While it constitutes for providing only 25% of water in the urban sector.”

Sule (2015), in her article for the official report of the ‘The Bombay Community Public Trust’ emphasizes the importance of understanding the role played by rainwater harvesting, desalination, water recycling and water conservation for sustainability.

Problem Statement

UN General Assembly recognized clean water and sanitation as human rights. In rural India, only 21 per cent use improved sanitation facilities (2008). One Hundred Forty Five million people in rural India gained access to improved sanitation between 1990-2008. Two hundred and Eleven Million people gained access to improved sanitation in whole of India between 1990-2008.

These reasons sparked our interest to understand and evaluate the initiatives taken by the government to prevent these problems as well as to understand ground level reality. Hence, a questionnaire was prepared which had three components: water, sanitation and awareness and participation of the people. Within sanitation, we had toilet facilities, garbage disposal and drainage system as its three sub-sections.

OBJECTIVES

For the study, three important objectives were identified.

1. To understand the economic status of water facility and sanitation facility in Maharashtra region.
2. To understand the impact of government initiatives in the field of sanitation and clean water on the consumers and society.
3. To understand the attitude and mind-set of consumers for sanitation and water facilities at grassroots level.
4. To recommend solutions to improve condition of water and sanitation in Maharashtra.

RESEARCH METHODOLOGY

The study used primary data and secondary data for analysis according to the objectives set out in the study. Primary data were collected by questionnaire method. Secondary data were collected from websites and research papers available online.

- To study the first and second part of the objective, content analysis was used to find out the different initiatives implemented by the government in Maharashtra. Official websites of the Maharashtra government and Central government were thoroughly studied and analysed to arrive at correct facts and figures which were further used to analyse the situation.
- For the last part of the study, a survey/questionnaire had been prepared with 40 respondents ranging from age group of 20 years of age to 25 years of age answering 35 questions with different yardsticks emphasizing the research topic. The result of the survey is studied and analysed to examine the general perception of the youth, regarding the resources available and the quality of the same. For collection of data, convenient sampling method is used to select the respondents. Questionnaires were developed and administered to a small test group, then refined and finalized.

FINDINGS

After thorough analysis of official website of Ministry Of Drinking Water And Sanitation, Government of India and “Swachh- Survekshan” Report 2016, the following was observed:

Ministry of Drinking Water and Sanitation funded a study and compared 26 states (data not captured for Arunachal Pradesh, Tripura, Goa) to track progress of the initiative of Swachh Bharat Mission.

The survey was conducted using an extensive questionnaire designed by the ministry of drinking water and sanitation. The questionnaire measured two key aspects of sanitation: a) access and usage of safe toilets and, b) presence of litter and stagnant water-waste around households and public areas. The survey was conducted by the National Sample Survey Office (NSSO) during May-June 2015. The rankings were given to the states, based on the 'percentage of households having sanitary toilets' and 'percentage of people using household/community toilets.'

As per the latest report by the ministry on sanitation coverage, Sikkim has achieved the first rank having 99.9% sanitation coverage, followed by Mizoram (97.11%) and Kerala (96.35%). But Maharashtra has been placed at the 15th position.

The analysis of Top three ranked states.

Sikkim

- Cleanliness of toilets is not the sole reason contributing to Sikkim's position but it is also 'plastic free' and 'no smoking in public places' zone. Open defecation and littering too is prohibited. There is also heavy penalty enforced in case of any violation.
- The model has gained recognition over the years to ensure that citizens follow the rules. All these provisions are enforced by the legislation for over a decade. Sikkim has clearly evolved as the cleanest, with a possibility of becoming the first state with zero poverty.

Mizoram

- Since ages, in Mizoram, despite no written law, it was forbidden to defecate nearby the water sources, which was proof of the high sense of hygiene and sanitation maintained by the Mizo's.
- The importance of clean environment was given to them by the Christian Missionaries. Thus, leading to a more hygienic and literate society. Through the Britishers, the Mizos were introduced to the "Dry Pit Latrine" system for disposal of excreta, which is still used.
- The Department used different methods for awareness campaign by making hoarding boards and wall paintings etc. Many households in the covered areas are now using 'Septic Tanks' and 'Pour Flush Latrines.'

Kerala

- The first state in the country to provide a comprehensive package on menstrual hygiene is Kerala. The government recently launched a scheme named 'She Pad'. Under this scheme free sanitary napkin, storage spaces and environment friendly incinerators will be given at all the schools aided by the government.
- Besides the toilet building target, Kerala is also on its way to become a waste-free state. Civic bodies across the state are introducing various waste management techniques like following the green protocol and banning plastic bags, promoting green weddings to reduce waste generation and the education board prohibiting usage of plastic pens.

To study the third objective, the prepared questionnaire was circulated. The total no. of questions asked was 35. The questionnaire was divided in 4 sections.

Section-1 (Personal details)

Enquired about respondent's general background including Name, Age, caste, Religion and Course pursuing. The questionnaire was filled by students of various different streams at SNDT University, Churchgate Campus, Mumbai. The other three sections of the questionnaire were focused on various other important aspects related to the access and condition of clean water and sanitation facilities thus helping us in understanding the mindset of the students.

Section-2 (Water Facilities)

- The major source of drinking water in the locality of the respondents was majorly owned independently with 52.5% responding in its favour. 20% of respondents used shared facilities to gain access to water. Whereas 27.5% of them depended on public water sources.
- When enquired about the source of water, 77.5% had access to water through Tap water facility.
- The respondents were next required to rate the quality of water received by them, 38.9% gave it a rating of 03, indicating an average quality of water.
- When asked whether water purification methods are used for drinking water, 95% said yes and 5% rejected the idea.
- 56.3% responded in favor of a purifier. 33.3% of respondents boiled the water to purify it. Whereas, 10.3% of them used other methods for the same.

- Around 67% of respondents cleaned their water tanks in every 4-6 months. Among the respondents 77.5% used water storage tanks.
- When enquired about the awareness of water borne diseases 92.5% were aware of them.

Section-3 (Sanitation)

- Also, 80% of the respondents used independent toilet facilities. While 20% of them used shared toilet facilities.
- 80% of the respondents were aware of the expenses incurred spent on the maintenance of shared toilets.
- About the use of toilets in educational institutions, 77.5% of the respondents used them while 22.5% denied the use. Also, 72.5% of the respondents felt that the toilets in educational institutions were adequate in number.
- The respondents were then required to rate the cleanliness of these toilets only 5% respondents felt that the cleanliness of toilets was at its best. While 40% rated cleanliness as average, 15% gave it a rating of 01.

Section -4 (Awareness among respondents)

- 65% respondents compiled their garbage for disposal while only 35% of them segregated the garbage as dry and wet and 53.8% of them felt that organic manure can be formed if segregation takes place.
- It was observed that 70% of the garbage was collected by garbage collector. 27.5% of garbage was collected by Municipal Corporation and the remaining was self-collected.
- Garbage of 70% respondents was dumped away from their houses and the garbage of remaining was dumped near their houses.
- Later they were asked about the frequency of garbage collection to which they responded that garbage was collected only once a day or twice a day from 82.5% and 12.5% respondents' houses respectively. And the garbage from remaining 5% was collected at other intervals.
- Garbage pits were covered in the localities of only 52% of respondents. Remaining had their pits uncovered.
- 77.5% of respondents had proper drainage system in their localities and others didn't. 67.5% of respondents had covered gutters in their localities and 32.5% had it open.
- An overwhelming 92.5% were aware of garbage segregation initiatives but only 40% families were involved in such initiatives.
- Further, they were inquired if they knew about recycling of waste water. A good number of 72.5% of them were aware about the same but only 47.5% families did practice the same.

CONCLUSION

Drawbacks of Maharashtra

- Maharashtra's hydrological and geographical features make the process of water conservation and recharge difficult. Sustaining water sources during summer months is a problem faced by almost all the districts in Maharashtra.
- Studies indicate that water supply methods design in the state continue to be non-sustainable, equipment and construction are sub-standard.

It was understood that there is good awareness about the importance of clean drinking water among respondents as 95% of them use water purifiers for consumption purposes and 92.5% are aware about water borne diseases and the hazardous effects of impure water. The importance of purifying water was felt because 44.4% felt the quality of water they receive was bad. Largely, respondents clean their water tanks every 2-3 months. 80% people had their own independent toilet facility and 20% used toilet facility on sharing basis. When they were asked to rate of availability of water in shared toilets, only 52.3% believed that water was available for most of the time they used it. There was a general unawareness regarding the expenses incurred for the maintenance of shared toilets. Also, even though the availability and access to toilets at educational institutes were found to be adequate by respondents, the quality of sanitation was questioned by many.

The necessity to ask questions about garbage disposal was felt because in this globalized world, it is accepted as a common norm. It was observed that even though it's a common norm, only 35% segregated the garbage and disposed the dry and wet garbage separately. On an average, 70% respondents' garbage was collected on a daily basis by a paid garbage collector. Therefore, the importance of segregating the garbage must be inculcated among them also. Only 52.5% of the garbage pits are covered as responded by the participants while in case of gutters, 67.5% were covered. This can pose various health hazard risks. Also, 77.5% reported that they have proper drainage system in their locality. Although 92.5% are aware about the garbage segregation initiatives, only 40% participated in them. On the same line, 72.5% of the respondents were aware about the recycling methods of waste water but only 47.5% participated in them.

There was a general consensus that water recycling, cleanliness of surroundings, prevention against water borne diseases and garbage segregation must be incorporated together to conserve the environment through the adoption of various methods like poster presentation, initiating campaigns, rainwater harvesting, street plays etc.

RECOMMENDATIONS

- Existence of state level high subsidy schemes in many states, provision of low cost and region specific technological options, Quality of construction, usage and operation and maintenance of the sanitation facilities and Convergence with various other departments at National, State, district and grassroots level.
- Community led total sanitation approach must be employed. It must be demand driven
- Credit linkages for toilet construction from banks, MFIs & SHGs
- Training to the people employed under sanitation scheme, exposure visits, PRI meetings and door-to-door campaigns must be incorporated.
- Conjunctive use of groundwater, surface water and rainwater.
- Decentralized approach- Decentralized systems enhance water security and minimize environmental degradation. The decentralized alternatives include the use of rainwater harvesting and grey-water reuse at the household level.
- Focus must be more on portability, sustainability and convenience, in providing resources and having access to them.
- Equity and consumer preference as guiding principles while planning for a community-based water supply system.
- Existing schedule of rates also needs to be revised. Proper yield testing, source protection, community awareness and monitoring are essentials that currently are ignored, which results in wastage of funds. The state government's commitment to economic pricing of water is lacking. This has reduced the reliability of underground water sources and forced the use of more expensive surface water sources, which often involve pumping water over long distances.

LIMITATIONS

- Unequal distribution of participants according to Gender. Responds of female participants were recorded.
- There is an unequal representation of participants from different socio-economic background.

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National Seminar on 'DIGITALIZATION AND SOCIETY'

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Developing Social Cognitive Skills among Children with Learning Disability Using an Intervention Program

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Abstract Social interactions are an integral part of the healthy development of any individual. Social skills help in communication, problem solving, decision making and improving peer relations that allows the child to initiate, build and maintain positive social relationships with others. Social relationships are believed to make an important contribution in child's development. An intervention program was developed to enhance the social cognition of children with learning disability (hereafter LD). The study was conducted on sixty children between the age group of 8 to 10 years, from SSC board schools using quasi experimental design. The participants were equally divided into experimental and control group. Standardized tool developed by Kumari, L. and Chhikara, S. in 1998 was used to assess the social cognition of the children. A pre test and post test was administered in both the groups followed by intervention only in the experimental group. An intervention program was developed and validated by the experts in the field. Sixteen different activities were conducted based on five areas of social cognition: self - concept, self - evaluation, prosocial moral reasoning, perspective taking ability and empathy. The intervention program was conducted over a span of one month. Mean, standard deviation, percentage and paired t-test were used for statistical analysis. Highly significant difference ($t = 6.42, p = 0.00$) was found from pre to post test results in experimental group. Results indicated that the intervention program had a positive effect on the social cognition among children with LD. Children showed positive improvement in all the areas of social cognition after being a part of the intervention program.

Keywords Learning disability, social cognition, self-concept, self-evaluation, prosocial moral reasoning, perspective taking ability, empathy.

INTRODUCTION

The two essential determinants of children's social competence are their social skills and their social cognition. Social skills refer to the behavioral aspects and social cognition refers to the thinking process of an individual in a social situation. It is well recognized that the process of socialization, acquisition of social skills, and the social skill development are essential for personal success and development in life. The presence of social competence enables individuals to achieve successful outcomes in social situations, develop positive relationship with peers and engage in social behavior that have mutually reinforcing consequences (Rajagopalan, 1998).

Hardre and Sullivan (2009) found that the classroom environment is contributive to student's academic achievement. A child spends most of his/her time at school or at home. Classroom interaction with peers and teachers has an important role in supporting the psychological needs of students (Katz, Kaplan and Gueta, 2009). Klassen (2008) describes the findings of three studies which demonstrate that high student self-efficacy is associated with higher academic performance. Among the student population, students with LD are known to experience extensive difficulties in various dimensions of social skills (Kraft, 2009).

Learning disability range in severity and interfere in various academic skills including reading, writing, oral language, spelling and mathematics, along with these cognitive abilities, social and emotional competence such as cooperation, motivation for learning skills (DiPerna & Elliot, 2002) are important predictors of social development.

Current literature indicates that 5-15% of the 416 million children in India have specific learning disability making it the most widespread disability (Kamala, 2014). The prevalence study on LD conducted at the L.T.M.G. Hospital,

Sion, Mumbai reveals that of the total number of 2,225 children visiting the hospital for certification of any kind of disability, 640 were diagnosed as having LD and rest with other disorders (LTMG, 2006).

A child with LD also appears to exhibit emotional problems due to adjustment difficulties resulting from academic failure. Successful interventions that build strong social, emotional and behavioral skills at an early age can have positive influence on the way children can solve problems and create interactions with their peers in later life (Mafra, 2015).

Rationale

Children with learning disability experience many social, emotional and academic problems among which the social and emotional are usually unaddressed. More focus is given to academics than the overall development of these children. Academics play a very important role in the life of every individual but one should also not forget every individual learns in a different way. It is a need to realize that every child has the capacity to learn provided they are taught in the way they can learn; this learning is not restricted to only academic it can also be learning how to play a game, interaction with others, waiting for turn, helping others and many other day- to- day learning. High level of social competence leads to an overall development of the child. Thus, an intervention module was developed which focused on the five areas of social cognition namely- self-concept, self-evaluation, prosocial moral reasoning, perspective taking ability and empathy.

LITERATURE REVIEW

Kraft (2009) conducted a study to analyze the impact of a social skills intervention program with adolescent students with learning disabilities attending a school for dyslexia in central Texas. Participants of the study were 8 students aged 11 through 13. Participants were equally assigned to the intervention and control groups based on their schedules. A six-session social skills intervention program was provided to students in the intervention condition during their enrichment hours, while the control students continued to attend their regular classroom activities during this period. Non-parametric test statistics (Wilcoxon signed-rank Test and Mann Whitney U) were utilized to assess within group differences from pre- to post-test and between group differences, respectively. The results of the study suggested that even though no statistically significant differences between control and intervention groups were observed at the pre-test, scores on the Social Problem-Solving Inventory-Adolescent, at post-test indicated that the intervention group significantly outperformed the control group.

OBJECTIVES

- To develop and implement the intervention program for the children with learning disability in experimental group.
- To study the effect of intervention programs of the social cognition from Pre to Post in the area of self – concept.
- To study the effect of intervention programs of the social cognition from Pre to Post in the area of self – evaluation.
- To study the effect of intervention programs of the social cognition from Pre to Post in the area of prosocial moral reasoning.
- To study the effect of intervention programs of the social cognition from Pre to Post in the area of perspective taking ability.
- To study the effect of intervention programs of the social cognition from Pre to Post in the area of empathy.
- To compare pre-test and post- test results of social cognition in experimental group.

MATERIALS AND METHODS

The sample consisted of sixty children with learning disability who were divided equally in experimental and control group. Children from six different SSC board schools from the western suburbs of Mumbai were chosen, ten Children from each school. Schools were chosen using purposive sampling technique. A pre and post test was conducted with both the groups. Intervention program was conducted only in the intervention group a week after the pre -test. The post test for both the groups took place at least fifteen days after completion of the entire intervention program in the school.

A standardized tool on social cognition developed by Kumari, L. and Chhikara, S. (1998) was used for the study. The Test-retest reliability of the test is 0.72. The social cognition test consisted of five areas: 1) Self- concept 2) Self - evaluation 3) Prosocial moral reasoning 4) Perspective taking ability and 5) Empathy.

An intervention program was developed on enhancing the social cognition among children with learning disability. It was content validated from the experts in the field. It consisted of sixteen different activities based on five different areas- self- concept, self – evaluation, prosocial moral reasoning, perspective taking ability and empathy. The intervention program was conducted over a period of one month. Each session was divided into four parts- introduction, activity, recap and worksheet and take away's (Extrinsic motivation) which consisted of many activities.

RESULTS AND DISCUSSION

This section presents detailed analysis of data collected through different tools followed by interpretation of the same. Quantitative results from the data collected through different tools followed by interpretation of the same are presented below.

Table 1 demonstrates the paired t-test results of social cognition among the area of self-concept from pre to post in the intervention group.

Table 1: Mean, SD, t- value and p-value of social cognition of self-concept area from pre to post in experimental group.

Areas	Parameters	N	Mean	SD	t-value	p-value
Self-concept	Pre	30	42.03	5.68	2.60*	0.04
	Post	30	46.46	6.67		

* $p \leq 0.05$

There is a statistically significant increase from pre to post ($t = 2.60$, $p = 0.04$) in the mean scores of self-concept. An activity of stick puppet making was conducted to help children enhance their self-concept. All the children had to choose the shape for the body of the stick puppet, color and the size on their own, creating a sense of independence among the children. All the children were involved in the activity. Groups discussed among themselves and performed a story using the puppets. This helped the children in socializing, accepting self and other group members. The researcher guided them whenever they asked for help. Every individual's puppet was appreciated in front of the class which helped them enhance their self-worth. According to Popovic & Belciu, (2013) self-concept is intimately connected to self-esteem and personal identity. Improvement in one lead to improvement in others.

Table 2 demonstrates the paired t-test results of social cognition among the area of self-evaluation from pre to post in the intervention group.

Table 2: Mean, SD, t- value and p-value of social cognition of self-evaluation area from pre to post in experimental group.

Areas	Parameters	N	Mean	SD	t-value	p-value
Self-evaluation	Pre	30	14.5	1.85	2.14*	0.04
	Post	30	15.8	2.65		

* $p \leq 0.05$

The t-value obtained from the analysis of the overall self-evaluation mean score of the pre-test and the post-test is 2.14*. The mean of the paired difference in the pre-test is 14.5 and of the post-test in 15.8 with standard deviation 1.85 and 2.65 respectively. The details also reveal that the p-value is 0.04, at the level of 0.05. The analysis shows that there is a significant increase in the overall mean scores of self-evaluation from pre to post test at 5% level of significance.

Children were asked to share any two incidences which they could recall where they have helped anyone. Children found it difficult initially as they had never thought about earlier. After few examples given by the researcher the children came up with their own incidences. This activity helped them know more about themselves. Helping others creates a pride moment among the children, and speaking about it in front of everyone brings in satisfaction and fosters self-sufficiency.

Table 3 demonstrates the paired t-test results of social cognition among the area of prosocial moral reasoning from pre to post in the intervention group.

Table 3: Mean, SD, t- value and p-value of social cognition of prosocial moral reasoning area from pre to post in experimental group.

Areas	Parameters	N	Mean	SD	t-value	p-value
Prosocial moral reasoning	Pre	30	16.3	3.63	7.29**	0.00
	Post	30	21.06	2.43		

** $p \leq 0.01$

There is a highly statistically significant increase from pre to post ($t = 7.29$, $p = 0.00$) in the mean scores of prosocial moral reasoning. Children were grouped in pairs. Each pair was explained a real-life situation. They were asked to enact the situation in front of others. The audience had to guess what the pair was trying to show. Guidance was provided whenever asked. This activity helped the children gain confidence and social acceptance was more prominent. After the performance of every pair, each child made a sorry/thank you card for someone who they wanted to give. They were given a choice either to make sorry or thank you card and choose the color of the card of their choice. Making these cards assisted them to understand socially acceptable norms of the society.

Table 4 demonstrates the paired t-test results of social cognition among the area of perspective taking ability from pre to post in the intervention group.

Table 4: Mean, SD, t- value and p-value of social cognition of perspective taking ability area from pre to post in experimental group.

Areas	Parameters	N	Mean	SD	t-value	p-value
Perspective taking ability	Pre	30	9.5	3.17	3.27**	0.00
	Post	30	11.46	0.62		

** $p \leq 0.01$

There is a highly statistically significant increase from pre to post ($t = 3.27$, $p = 0.00$) in the mean scores of perspective taking ability. A research conducted on social skills intervention for individuals with learning disability stated that social skill training is best viewed as an experimental intervention (Kavale & Mostert, 2004).

The story of Sherkhan helped children think about their behavior and tone of speaking in front of others. It also helped them understand the consequences of lying and stealing. After the narration of the story using hand-puppet, the researcher asked the children to reflect and give their inputs as to what happens on day to day basis with them or their friends. They were given 5 minutes to think and reply to the question. Listening to various different answers given by their friends helped them understand others point of view. If-then activity was conducted, here every child was given a small sheet of paper and was asked to write an incomplete 'if' sentence, then the paper was exchanged randomly amongst each other. Everyone was asked to complete the 'if' sentence using 'then'. They were asked to complete in a way as to what would they do in that situation. Then, papers were exchanged with the original person. Each sentence was then read aloud and the child was asked what did he/she think while writing the 'if' sentence. They were explained that perceptions differ from person to person.

Table 5 demonstrates the paired t-test results of social cognition among the area of empathy from pre to post in the intervention group.

Table 5: Mean, SD, t- value and p-value of social cognition of empathy area from pre to post in experimental group.

Areas	Parameters	N	Mean	SD	t-value	p-value
Empathy	Pre	30	7.26	2.39	5.10**	0.00
	Post	30	9.56	0.93		

** $p \leq 0.01$

There is a statistically significant increase from pre to post ($t = 5.10$, $p = 0.00$) in the mean scores of empathy. Children were shown three different age appropriate videos related to empathy. After each video, a discussion took place to get an idea how much did the children understand. Children were explained how others feel in different situations. The researcher also received few sharing's from the children. After the videos, each child was given two smile sticks- happy and sad. They were asked to hold happy smile in right hand and sad smile in left hand. The researcher read out few situations one by one related to empathy and the children were asked to raise their hand how would they feel in that situation, thus generating sense of empathy.

The table 6 represents the results of social cognition in the experimental group.

Table 6: Mean, SD, t- values and p-values of social cognition from pre to post

Social cognition	N	Mean	SD	t-value	p-value
Pre	30	65.88	8.52	6.42**	0.00
Post	30	76.74	6.35		

** $p \leq 0.01$

A significant increase ($t = 6.42$, $p = 0.00$) in the mean scores was observed from pre to post indicating a positive effect of the intervention on the social cognition of LD children. Kraft (2009) conducted intervention program on social skills for learning disabled children, indicated that the intervention group significantly outperformed the control group. This supports the current findings. Thus, it can be concluded that the intervention program had positive effective on the social cognition of the children. Thus, ability to cope with new situations is essential aspect of social adequacy and normal social development (Zarbakhsh, et, al., 2012) can be concluded.

CONCLUSION

This study was designed to assess the effect of intervention program on the social cognition skills of the children with learning disability. Improvement was observed among the children in each area from pre to post. Social cognition of children with LD can be improved through systematic teaching and conducting practical activities. Participation by the child helps in bringing a change in the level of social cognition, thus, may lead to a social development of the child. It can also be noted that, early intervention can have a positive effect on the social cognition and understanding among children. Motivation and positive reinforcements help the children improve their self-worth and understanding of others. The positive change in the self-efficacy of the children can lead to their over- all development in academics and also in others area and aspects of life. Hence, this intervention program can be a part of the remedial sessions in various schools and centers.

RECOMMENDATIONS

- Further research can be conducted with more extensive work to find out whether the change in the social cognition of children with learning disability impacts the academic performance of the children.
- More comprehensive work can be developed and purposefully used and incorporated in regular school activities.
- The intervention can be extended to three moths with more extensive work and activities.
- The socio-emotional area can also be explored in further studies.
- The aspect of qualitative analysis can be looked upon in further research.

LIMITATIONS

- The study was restricted to six schools from the western suburbs of Mumbai.
- The sample size id small hence, the results cannot be generalized.
- Due to time constraints, the qualitative analysis could not be computed.

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Menstruation Hygiene Management

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Abstract: This paper investigates the factors associated with knowledge and attitude of girls towards menstruation in premises of Nanavati Women's College, Vile Parle (west). The paper uses data collected from 200 adolescent girls with the help of survey conducted in order to understand their behaviour. The finding suggests that most of the girls have knowledge about menstruation and the reason behind their onset while 31% still being unaware about it. Less than one-quarter of them follow correct hygiene practices, with most of them using pads during periods. It was also found that 14% of girls were suffering from genital problems which resulted in severe stomach ache, irregular periods etc. It was also seen that 27% of girls take use of several medicines or different types of home remedies to help them relieve from menstrual cramps. It was also observed that the significant factors influencing menstrual hygiene were the literacy level in girls as well as their mothers, household occupations, economic status, exposure to mass media and availability of private space.

Key Words: Menstrual Hygiene, Adolescent girls, Awareness.

INTRODUCTION

Menstruation is supposed to be invisible and silent, and sometimes, menstruating women and girls are supposed to be invisible and silent, too. Millions of girls and women are subject to restrictions in their daily lives simply because they are menstruating. Menstruation is a normal biological process and a key sign of reproductive health, yet in many cultures it is treated as something negative, shameful or dirty. The continued silence around menstruation combined with limited access to information at home and in schools' results in millions of women and girls having very little knowledge about what is happening to their bodies when they menstruate and how to deal with it. A study from UNICEF revealed that 1 out of 3 girls in South Asia knew nothing about menstruation prior to getting it while 10% of girls in India believe that menstruation is a disease (Water Aid 2013, Menstrual Hygiene Matters).

Menstrual hygiene is an important issue that affects healthy adolescent girls and pre-menopausal adult women monthly. Now you may ask why does menstrual hygiene matters? In order to maintain the well-being, dignity, empowerment and mobility of women and girls, effective menstrual hygiene is vital for women. Besides the health problems due to poor hygiene during menstruation, the lack or unaffordability of facilities and appropriate sanitary products, leaves many to manage their periods in ineffective, uncomfortable and unhygienic ways thus, this push menstruating girls temporarily or sometimes permanently out of school, having a negative impact on their right to education. Facing long-standing social stigmas attached to menstruating bodies, many become isolated from family, friends and their communities. This however leads them to fall behind their male counterparts. These problems are further aggravated by insufficient access to safe and private toilets and lack of clean water and soap for personal hygiene. As a result, menstruating girls and women often feel ashamed and embarrassed.

Menstrual Hygiene Management (MHM) practices vary worldwide and depend on the individual's socioeconomic status, personal preferences, local traditions and cultural beliefs, education status and access to water and sanitation resources. Around the world women have developed their own personal strategies to cope with menstruation. MHM practices can be particularly unhygienic and inconvenient for girls and women in poorer settings. It has been seen that unhygienic MHM practices increase a woman's exposure to urogenital infections, such as Bacterial Vaginosis (BV) and Urinary Tract Infection (UTI), etc. In order to create awareness WASH United started with the Menstrual Hygiene Day which was created to publicly recognize the right of women to hygienically manage their menstruation wherever they are. By acknowledging that menstruation is a normal human process and a sign of good health, Menstrual Hygiene Day which is celebrated on May 28th around the world confronts the stigmas attached to menstruation with

collective advocacy, education and action through film screenings, workshops and gatherings, etc. The best place to make an impact on improving the lives of girls and women is in water and sanitation.

OBJECTIVE OF STUDY

1. To study the status of menstrual hygiene management among adolescent girls in India.
2. The aim of this study is to measure the perception of different aspects of menstruation and menstrual hygiene.

SIGNIFICANCE OF STUDY

Poor protection and inadequate washing facilities may increase sensitivity to infection, with the odour of menstrual blood putting girls at risk of being stigmatized. In communities where, female genital cutting is practiced, multiple health risks exist, where the vaginal aperture is inadequate for menstrual flow, a blockage and build-up of blood clots is created behind the infibulated area. This can be a cause for protracted and painful period, increased odour, discomfort and the potential for additional infections. It is assumed that the risk of infection (including sexually transmitted infection) is higher than normal during menstruation because the blood coming out of the body creates a pathway for bacteria to travel back into the uterus. Certain practices are more likely to increase the risk of infection. Using unclean rags for example, especially if they are inserted into the vagina, can introduce or support the growth of unwanted bacteria that could lead to infection. There are other menstrual disorders and menstrual-related symptoms that affect a woman's health and her ability to engage in daily activities. For instance, anemia, a major contributor to maternal morbidity, is associated with menorrhagia, or heavy periods. Endometriosis, a menstrual disorder, contributes to infertility. And women with dysmenorrhea, or painful menses, may miss one or more days of school or work each month. The goal of menstrual hygiene management is to ensure that women and girls can manage their periods in a way that is not only healthy, but that enables their full participation in school, work, and other activities. Following table depicts various unhealthy practices that make women more prone to diseases.

Practices	Health risk
1.Unclean sanitary pads/materials	Bacteria may cause infections or travel up to the vagina and enter the uterine cavity.
2.Changing pads infrequently	Wet pads cause skin irritations which can then become infected if the skin becomes broken.
3.Insertions of unclean material into vagina	Bacteria potentially have easy access to cervix and the uterine cavity.
4.Wiping from back to front after urination/defecation	Makes the introduction of the bacteria from the bowel into the vagina more likely.
5.Unsafe disposal of used sanitary material or blood	Risk of infecting others, especially with hepatitis B(HIV)
6. Lack of hand washing after changing a sanitary towel	Can facilitate the spread of infections such as HIV

LITERATURE REVIEW

Adwani (2018) in her article High Time We Put Our Regressive Attitude towards Periods published in website Menstrupedia states that periods in India are discussed in a very hushed tone as the awkwardness still remains within the girls/women of our country. In many orthodox families menstruating girls are asked to stay miles away from sacred temples or from deities and are restricted from performing various activities. According to many Hindus, women are prohibited from living a normal life when it comes to natural processes being considered unnatural especially if it goes against some set or acceptable customs. For instance, red blood is normal if it comes out from any other parts of the body but it becomes suddenly unacceptable if it bleeds out of a vagina. The men of our country are still unknown to many problems that women go through during menstruation. The conditions are even more severe in Nepal where women are locked into menstrual huts and entirely isolated with no supply of food and water. The reach of pads in rural areas is so limited that women are forced to use dirty rags, old cloths, newspapers to stem menstrual flow whereby leading for germs to creep inside stomach causing damage to fragile reproductive organ. However, potential awareness slowly but positively is landing on the fertile land of unawareness. May the time come where instead of blue liquids, red liquids will be shown in advertisement, also where pads won't be handed over in a big black plastic bag.

Paria, Bhattacharyya and Das (2014) in their article A Comparative Study on Menstrual Hygiene among Urban and Rural Adolescent Girls of West Bengal published in J Family Med Prim Care states that less than half of the girls were aware about menstruation prior to attainment of menarche. The difference in the awareness regarding menstruation in urban and rural area was highly significant. Use of homemade sanitary pads was more likely to be used in rural areas

as compared to urban areas also and reused the same in the subsequent period. Satisfactory cleaning of external genitalia was practiced more in urban areas. Majority of urban girls had toilet facility in home in compared to that of rural girls who were deprived of this facility. The study also revealed that very few of girls believed that menstruation is a physiological process while majority of them had no clue about the cause of it. The main sources of information for many were their mothers, sisters and then came teachers, relatives, and mass media. The study revealed that different types of restrictions were imposed on girls such as not attending any religious occasions, not attending schools, not playing outside etc. however, it can be said that awareness among urban areas girls is more as compared to that of rural areas.

METHOD AND MATERIALS

Data Collection Methodology

For the current study, data was collected during the period of January 2018. The research has been conducted with the help of both primary and secondary data. A total of 200 respondents were surveyed.

- Primary data
Questionnaire: A specially designed questionnaire for research purpose. Data were analyzed statistically by simple proportions.
- Secondary data
 Collection of data by various published articles, newspaper articles etc.

Methodology

Simple statistical tools like percentage are used to analyze the data.

DATA ANALYSIS

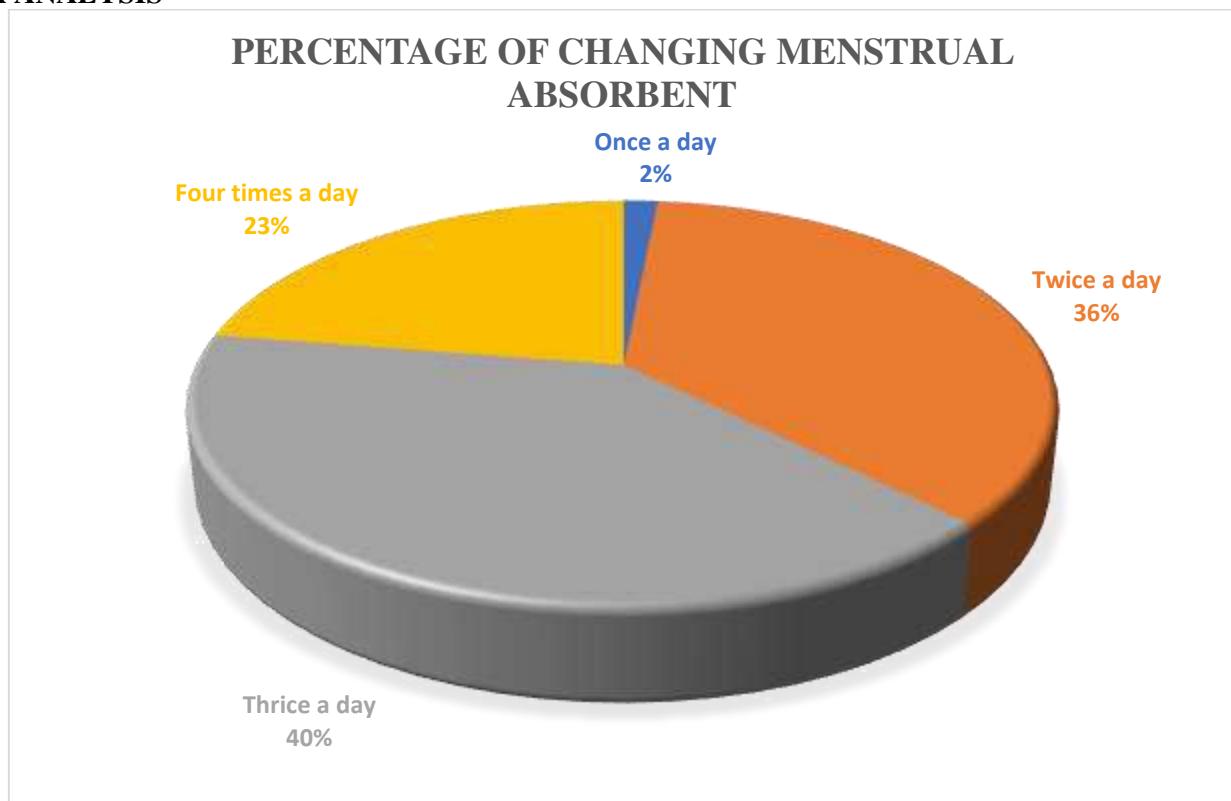


Figure 1 Percentage of respondents changing menstrual absorbent in a day

In order to maintain a hygienic way of managing menstruation it is crucial that there be frequent changes of menstrual absorbent to keep the disease at bay. The diagram here shows the proportion of the whole that is taken by various parts analyse that 40% i.e. 80 out of 200 girls have frequency of changing menstrual absorbent thrice a day whereas the next highest ratio of 36 % i.e. 72 out of 200 girls prefers to change twice a day. Although it is advisable that the number of times a menstrual absorbent is to be changed should be four times a day which is rarely observed in the survey.

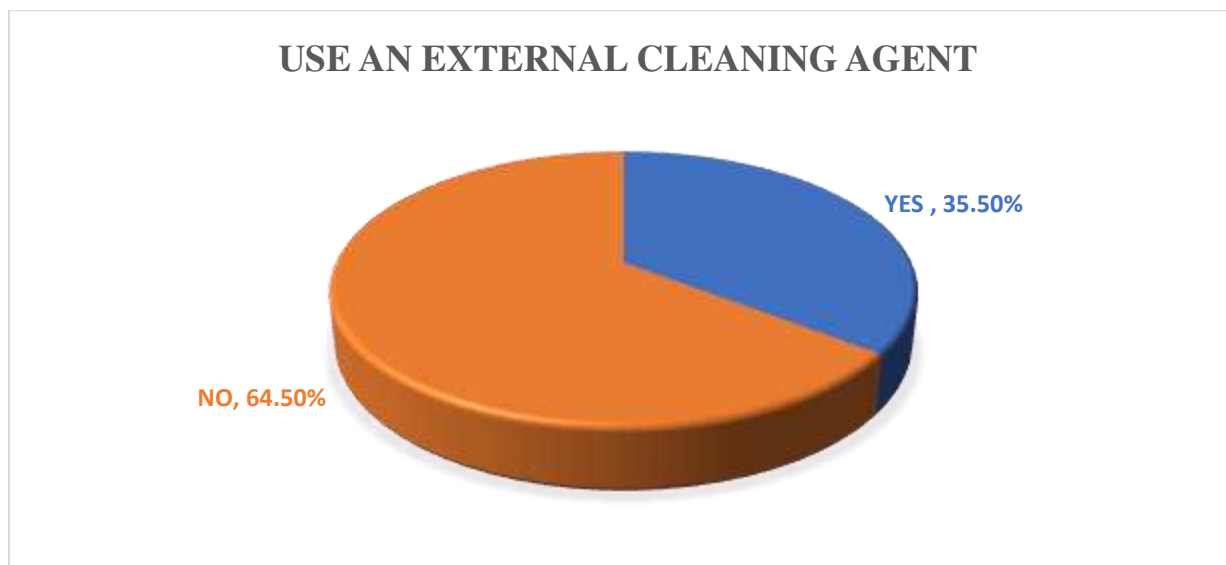


Figure 2 Percentage of use of external cleaning agent by respondents

The market for all these menstrual absorbents is very big and also the products related to maintaining the hygiene of women, and that's how the cleaning agent for genital area was discovered. However, it has not yet used by many consumers in India as compared to other foreign countries and so not many are aware about these products. The evidence from the survey shown in above pie chart depicts that 64.50% i.e. 129 out of 200 respondents which is more than half of the girls do not use any external cleaning agent to keep themselves clean during their menstrual cycle or otherwise, whereas, only 35.50 % i.e. 71 out of 200 respondents make use of an external cleaning agent during menstruation.



Figure 3 Percentage of types of menstrual absorbents used by respondents

As it is known that there is various form of different menstrual absorbent available in the market as per the needs of different consumers from what we can observed from the survey is that 96% i.e. 193 out of 200 respondents use pads during menstrual cycle as they are very convenient and easily available, which among all the other absorbents, is used in a highest rate. While reusable pads are not used by respondents. Tampons and menstrual cups are rarely used at 1% i.e. 2 out 200 respondents and at 1% i.e. 1 out of 200 respondents respectively as they may become difficult for many to use and it brings with it the need to change in every 2-3 hours which may not be very suitable as girls sometimes are not able to access toilets very easily, while cloths are used at 2% i.e. 4 out of 200 respondents which again include the process of cleaning and washing them properly and then drying them in direct sunlight. Hence, pads being the only appropriate option are used the most.

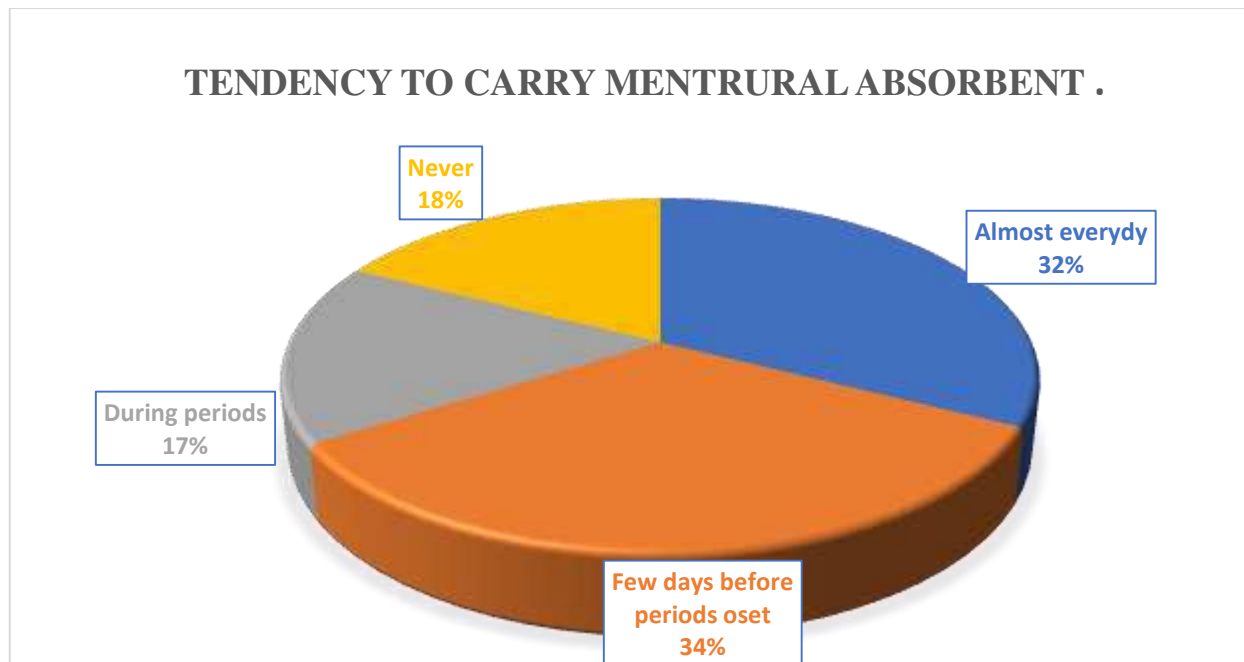


Figure 4 Percentage of respondents having tendency to carry menstrual absorbent

Evident in the pie chart above, the maximum number of girls carry a menstrual absorbent with them just a few days before period's percentage being 33% i.e. 67 out of 200, whereas 32% i.e. 65 out of 200 respondents carry the absorbent almost every day with them. And as shocking as it may be that 18% of the respondents do not carry the menstrual absorbent at all either during periods or otherwise while only 17% respondents carry it only during period. This may lead to many using unhygienic ways such as using of cloth, tissue papers which are exposed to the polluted air of washroom and may contain bacteria although not in urban areas but in rural areas girls may still make use of sand, leaves, dung to absorb their blood.

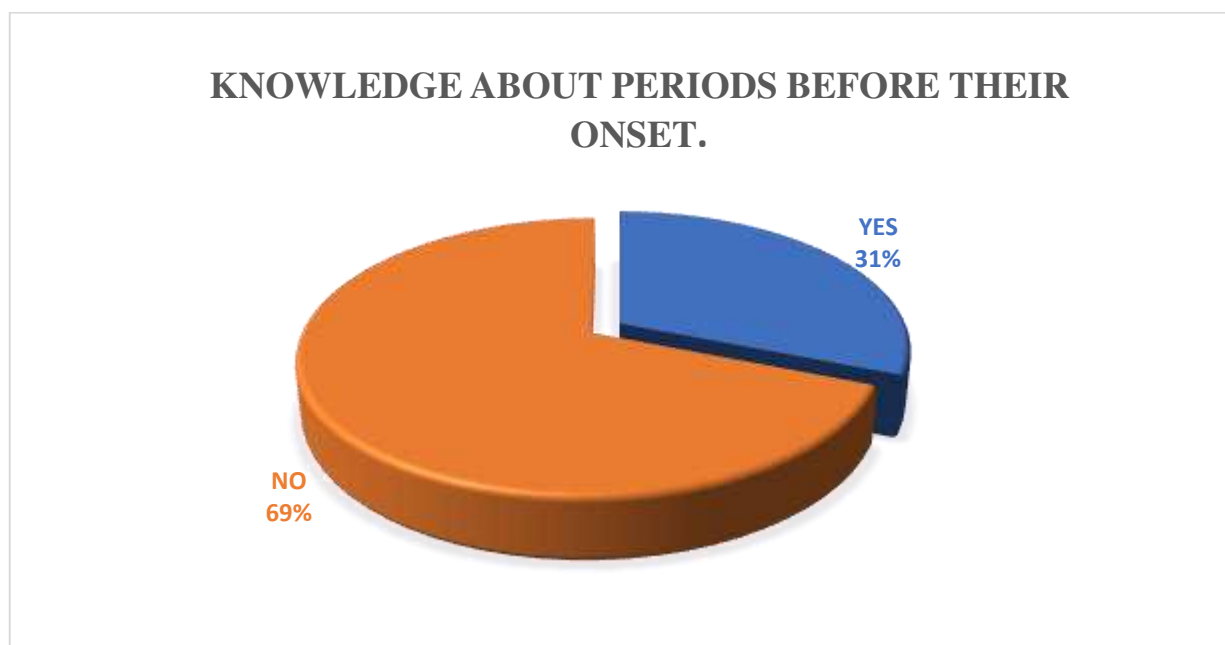


Figure 5 shows the knowledge respondents had before the onset of their periods

It is very essential that girls/women should be educated about their bodies and their functions therefore the main sources for a girl to know about their menstrual cycle is either through their mothers, sisters or from their teachers, relatives or through mass media while mostly a lot of information is acquired from the advertisements that are shown on television. Therefore, the above pie chart depicts, 69% i.e. 138 out of 200 girls were being educated about menstruation before their onsets while, 31% i.e. 62 out of 200 girls still had no knowledge about menstruation before their onsets.

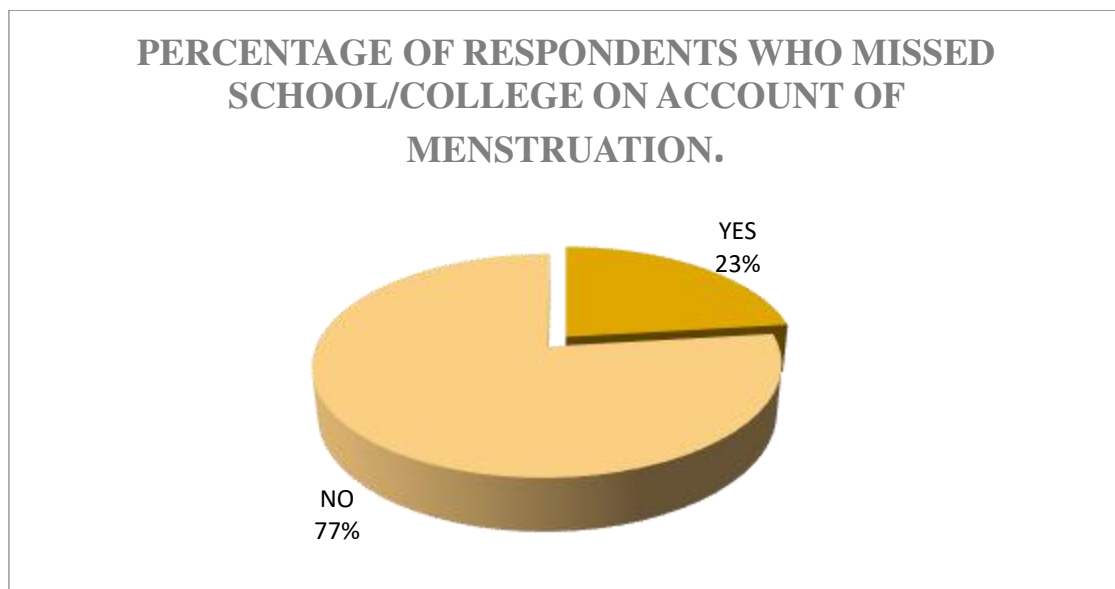


Figure 6 Percentage of respondents who missed school/college on account of menstruation

It is quite obvious that the menstruating days for a women are not easy to deal with as the body goes through various changes and as a result we feel the difference in a way that our body ache or our stomach ache and as a result many girls prefer to skip their schools or are made to skip schools and hence create a loss for themselves. However, the ratio is quiet less in urban areas as compared to rural areas therefore from the above figure we can observe that, about 77% i.e. 153 out of 200 did not missed school/ college on account of menstruation whereas, 23% i.e. 46 out of 200 still have missed their school/ college on account of menstruation and the reasons being fear of staining of cloths, cramps, overflow of blood, body or stomach ache, feeling weak or deprived of energy and also some of them were not allowed to go outside during periods.

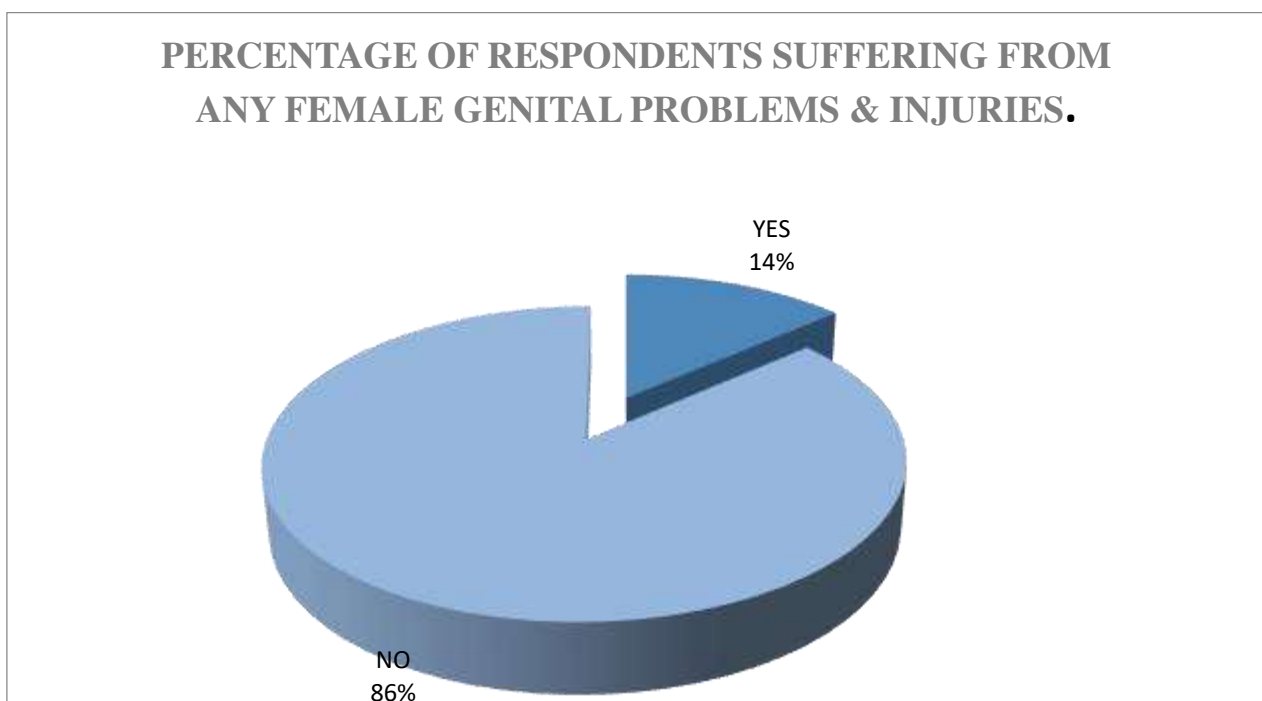


Figure 7 Percentage of respondents suffering from any female genital problems & injuries

The various issues of genital problems arise due to unhygienic management of periods such as unclean sanitary pads/materials, changing pads infrequently, insertions of unclean material into vagina, this however leads to bacteria travelling up to the vagina and enter the uterine cavity as it is the most exposed during periods and thus may cause genital problems and injuries. While not many are very comfortable with sharing such private information but it is necessary that women take care of their body. The above pie chart however shows that around 86% i.e. 172 out of 200 respondents do not suffer from any female genital problems or injuries whereas, 14% i.e. 27 out of 200 girls suffer

from female genital problems and injuries like itching, vagina infection, very less flow, rashes, stomach pain & fever due to pain in abdomen area, redness, allergies, irritation, irregular periods for 3 – 4 months, etc.

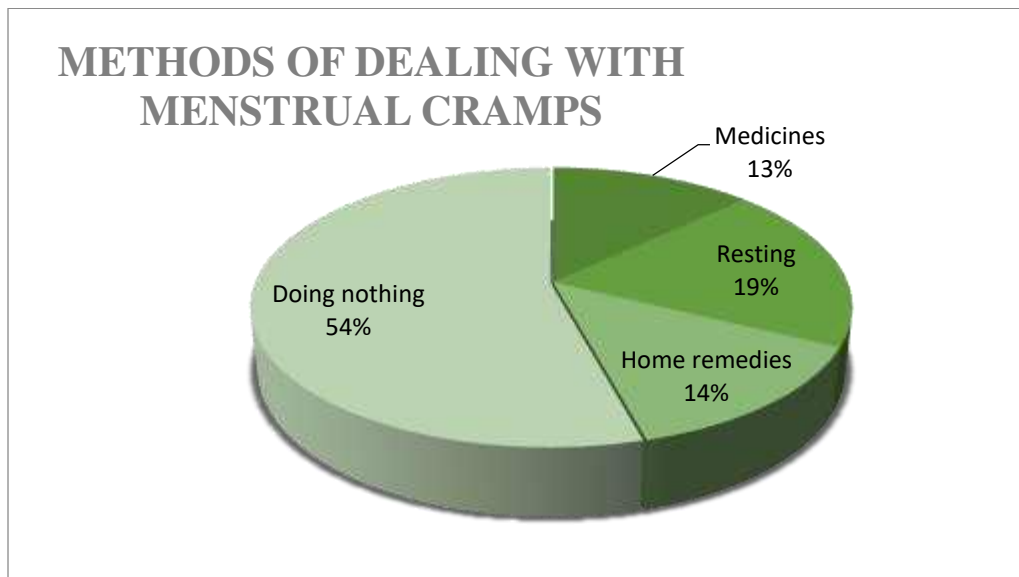


Figure 8 shows various methods of dealing with menstrual cramps

The contraction of uterus that helps in expelling its linings involves pain in the abdomen area which for many women is merely uncomfortable and annoying while for many menstrual cramps can be severe enough to interfere with their daily activities. However, there are many who do not get affected by these menstrual cramps and the truly the luckiest ones. Menstrual cramps are the main reason for girls not attending schools/ colleges. From the above pie chart, it can be analyzed that, the highest ratio being 54% i.e. 109 out of 200 respondents do nothing to cure their cramps whereas, 19% i.e. 39 out of 200 respondent prefers to rest on their beds during their cramps while 14% i.e. 27 out of 200 respondent and 13% i.e. 26 out of 200 respondent likes to make use of home remedies and take medicines respectively.

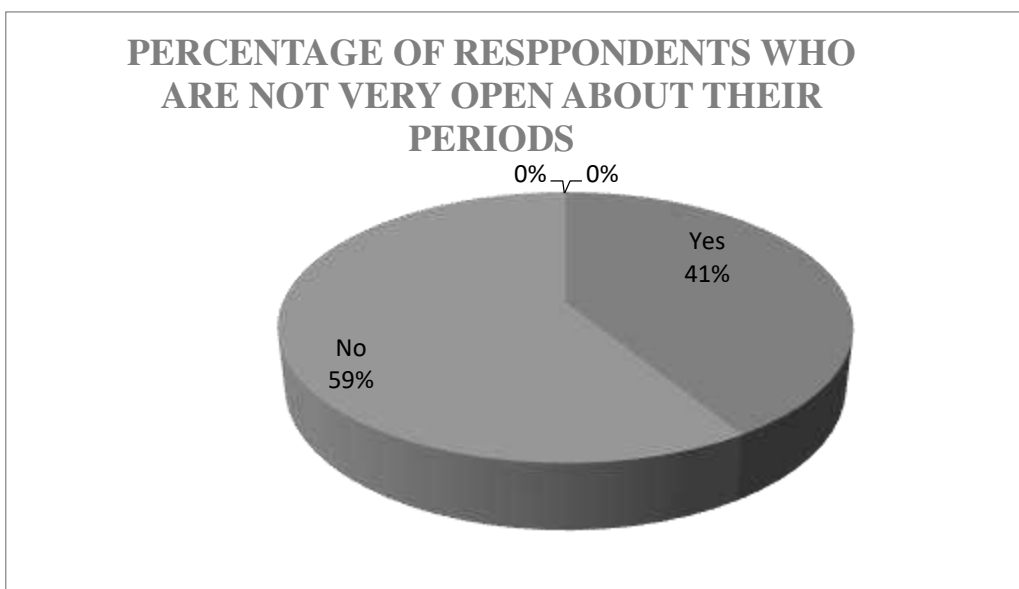


Figure 9 Percentage of respondents not very open to talk about periods

Literacy plays a very important role in developing the thinking of an individual and so that they are able to express themselves freely and in their own interest. However, in India, this right of expressing themselves is still not adapted and especially for women hence many women are underprivileged of voicing themselves. Perhaps it was necessary to identify whether girls are hesitant of discussing their problems related to menstruation with their family members or others. However, it was observed from the above figure that, 59 % which almost equals to 117 out of 200 girls are not hesitant about discussing their periods in front of while 41% are still hesitant in discussing about their periods in front of people.

FINDINGS

Findings acquired from the primary data

- ❖ It has been observed that most of the girls do not follow the proper guidelines of maintaining their hygiene, as it has been seen that the frequency of them changing their menstrual absorbent during a day is only twice or thrice while the ideal should be four times a day.
- ❖ It has been seen that less than half of the girls are using an external cleaning agent to keep themselves hygienic.
- ❖ It has been observed that almost the entire respondent uses pads more as compared to other menstrual absorbents.
- ❖ It has been observed that most of the girls only carry menstrual absorbents few days before their period's onset.
- ❖ It can be seen that more than half of the girls were being educated about menstruation before their onset.
- ❖ It can be seen that very less girls have missed schools/colleges on account of menstruation.
- ❖ It can be seen that less than one-quarter of girls suffers from any genital problems.
- ❖ It has been observed that more than 50% of girls do nothing in order to deal with their menstrual cramps.
- ❖ Also, it can be seen that many girls are quite open about their menstruation.

CONCLUSION

It can be concluded that poor menstrual hygiene causes great impact in increased vulnerability to reproductive tract infections (RTI). Currently millions of women sufferers from RTI and infection are transmitted to the offspring. It would be ideal if women would have knowledge regarding menstrual hygiene than they would be less vulnerable to RTI and its consequences. Therefore, knowledge about menstruation from a young age helps in decreasing suffering of millions of women. Various studies indicate that a huge information gap exists among rural and urban adolescent girls regarding menstrual hygiene.

Girls should be educated about the facts of menstruation, physiological implications, significance of menstruation, and proper hygienic practices during menstruation. It is also required to bring them out of traditional beliefs, taboos, misconceptions, and restrictions. This can be achieved with the help of media, sex education in school curriculum, and focused group discussions. All mothers should be encouraged to break their inhibitions about discussing with their daughters regarding menstruation and menstrual hygiene. Universalized use of sanitary pads can be advocated to every girl by social marketing.

Also, Menstrual Hygiene Management is an integral part of the Swachh Bharat Mission guidelines. The menstrual hygiene management guideline is issued by the ministry of drinking water and sanitation to support all adolescent girls and women. it outlines what needs to be done by the state government, district administrations, engineers and technical experts in line departments and school head teachers and teachers.

SUGGESTIONS

1. The girls should be educated about menstruation before their onsets in schools / colleges by their teachers with the help of seminars, workshops etc.
2. Mothers should also be educated by organizing seminars in schools/colleges.
3. Vending machines of pads should be installed in colleges/schools.
4. Proper disposable facilities should be made available for girls/women.
5. The taxes on sanitary napkins should be reduced and given on subsidized rate or made tax free.
6. Maintenance of clean and hygiene toilets is mandatory.
7. Increasing the facility of movable toilets in deprived areas.
8. Usage of technology to educate girls such as through period apps.

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National Seminar on
‘DIGITALIZATION AND SOCIETY’
12th January, 2019

Maniben Nanavati Women's College, Vallabhkhai Road, Vile Parle (West), Mumbai, India

CSR Activities in Banking Sector: With Reference to Vijaya Bank and ICICI Bank

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Abstract: In September 2015, the global community agreed the Sustainable Development Goals, setting out new development priorities for all countries, post-2015. The 17 new goals have been designed to integrate global ambitions on tackling poverty, reducing inequality, combating climate change, and protecting ecosystems including oceans, forests and biodiversity. It is an ambitious and universal agenda. A total of 17 SDGs aim at 169 targets a set to be achieved by 2030. The implementation of sustainable development needs the active engagement of both the public and the private sectors, that is the importance of corporate social responsibility (CSR) and responsible business practices, such as those promoted by the United Nations Global Compact, should be taken in to account. CSR funding is playing a critical role in the implementation of the SDGs. Corporate social responsibility goes beyond the responsible management of corporate activities, and seeks to positively impact society at large.

Key Words: SDGs, CSR, Vijaya Bank, ICICI Bank.

INTRODUCTION

The sustainable development goals (SDGs) are a new, universal set of goals, targets and indicators that UN member states will be expected to use to frame their agendas and political policies over the next 15 years. CSR funding is a pool of potential support for community-based organizations around the world who play a critical role in the implementation of the SDGs. Corporate social responsibility goes beyond the responsible management of corporate activities, and seeks to positively impact society at large. In the recent years the concept of Corporate Social Responsibility is spreading very rapidly in India in all the sectors. Corporate Social Responsibility is to contribute towards the society while working with in ethics. In developing country like India, banking sector plays a very important role in upgrading the economy of the country not only by lending money or increasing the liquidity in the country but also by imposing a new practice called Corporate Social Responsibility (CSR). RBI played an important role in supporting the concept of CSR by passing a circular in the year 2007, December, directed banks to undertake CSR initiatives for sustainable development. The Banking sector is in a leading position in discharging CSR in the country. This paper tries to seek about concept of CSR, CSR Activities of Vijaya Bank and ICICI Bank and Spending of both banks under CSR activity

Meaning

CSR is defined as the voluntary activities undertaken by a company to operate in an economic, social and environmentally sustainable manner. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of law, ethical standards and national or international norms. It is a gesture of showing the company's concern & commitment towards society's sustainability & development.

OBJECTIVE OF THE STUDY

1. To know about the concept of CSR.
2. To study the CSR Practices in Public and Private Sector Banks.
3. To analyze the existing CSR practices in selected Banks.
4. To suggest for the implementations of CSR practices in Banks.

METHODOLOGY

Research methodology is the blue print of the research which is going to be conducted. Purposive Sampling technique is used for selecting the Banks for this Study in which the major players one bank from Public Sector and one bank from Private Sector have been selected i.e. Vijaya Bank and ICICI Bank. The present study is based on secondary data. The secondary Data is collected from secondary sources particularly from Annual Report, Web sites, newsletters and data from various journals.

LITERATURE REVIEW

1. Das, S.K. (2012) in his study presented that development of Corporate Social Responsibility (CSR) is very slow in India though it was started a long time ago. In his view CSR has been assuming greater importance in the corporate world, including the banking sector. There is a visible trend in the financial sector of promoting environment friendly and socially responsible lending and investment practices. The Govt. of India is pursuing the matter relating to CSR and also drafted guidelines for CSR practices time to time.
2. Arevalo and Aravind, D. (2011) concluded in their article “Corporate Social Responsibility Practices in India: Approach, Drivers, and Barriers” that the CSR approach that is most favored by Indian firms is the stakeholder approach and that the caring or the moral motive, followed by the strategic or profit motive, are important drivers for Indian firms to pursue CSR. Further, the results indicated that the most significant obstacles to CSR implementation are those related to lack of resources, followed by those related to the complexity and difficulty of implementing CSR.
3. Dr. Singh, L. and Dr. Agrawal, S. (2017) conducted study about “Corporate Social Responsibility: Role in Rural Development”. They analyzed 12 private and Public Sector Company. They found that private and Public Sector Company both involved in CSR initiatives. Out of 5 mentioned initiatives, the companies are focusing mainly on health and education followed by livelihood. The companies are not paying towards environment and infrastructure in the same proportion.

CSR Activity of ICICI

Year	Activity
2014-15	• Skill development & sustainable livelihoods;
	• Elementary education
	• Healthcare
	• Relief & welfare
2015-16	• Promoting education,
	• Employment enhancing vocational skills, livelihood enhancement projects;
	• Eradication of hunger, poverty and malnutrition, promoting preventive healthcare
	• Contribution to Prime Minister's / Chief Minister's Relief Fund
2016-17	• Promoting education, employment enhancing vocational skills and livelihood Enhancement projects

ICICI Bank's Last Three Years Spending Under CSR (in Million)

Year	Net Profit	Required amount to be spent	Amount actual spent	Amount Unspent
2014-15	403.8	8.08	8.08	NIL
2015-16	180	3.6	0.9	2.7
2016-17	3.86.	0.07	0.07	NIL

CSR Policy of ICICI Bank

❖ Governance structure

The CSR Committee would comprise of three or more Directors including at least one independent Director. The Committee shall meet at least twice in every financial year. The CSR Committee Formulate and recommend to the Board the CSR Policy and any amendments. The CSR Committee also Monitor the CSR activities and compliance with the CSR policy from time to time; and Review and implement, if required, any other matter related to CSR initiatives. The Board of Directors approve the CSR activities and annual CSR plan based on the recommendation of the CSR Committee; and Review the CSR policy and CSR activities.

❖ Operating framework

CSR activities will be undertaken in areas identified by the CSR Committee. An annual CSR plan shall be presented to the CSR Committee and based on its recommendations, to the board of directors of the company for approval. The Company will continue to fund ICICI Foundation for the CSR activities. The responsibility for implementation of identified activities/ projects shall be as per the organizational structure approved by the Managing Director & CEO. Funds would be disbursed either in tranches or as one-time payment. The terms, conditions and timing of disbursement would be conditional upon the nature and requirement of the CSR project or programme.

❖ Monitoring

The CSR Committee monitoring mechanism for CSR activities. The CSR Committee shall review the progress of CSR activities at least twice a year, including the annual review. The Finance team under the Chief Financial Officer shall be responsible for monitoring expense on CSR activities with respect to the plan and submission of the same to the CSR Committee and the Board.

❖ Disclosure

The Company publishes its annual report, which describes contents of the CSR policy like, an overview of the CSR activities, the composition of the CSR Committee; average net profit for the preceding three financial years; prescribed CSR expenditure, responsibility statement of the CSR Committee, implementation and monitoring of the CSR Policy etc. information shall also be displayed on the Company's website.

CSR Activity of Vijaya Bank

Year	Activity
2014-15	• Providing health facilities to people in rural areas
	• Adopted 16 girl children till the completion of their graduation
	• Providing bus shelter, overhead tanks, ambulances to Trusts & Hospitals
	• Financial assistance to Mr. Aravind Bhatt, to attend Olympic games;
	• Providing basic amenities to Government schools like water tanks, water purifier, benches, solar lights, fans, library room etc
	• Donation to different Trust/Foundations for the welfare of SC/ST/ OBC
	• Financial assistance to visually challenged school
	• providing sanitation facilities to 84 Govt. Schools Under Swachhh Vidyalay
	• Bank is also providing training to unemployed youth
	• 127 girl children from SC/ ST/OBC/EWS families were adopted
2015-16	• Bank has donated water purifiers, computers, printers, furniture, fans, uniforms, books, generators etc to school
	• Bank has donated Ambulances/ vehicles to old age homes, blind schools etc.
	• Bank has also contributed towards a public awareness campaign on financial literacy
	• Under its Go-green initiatives, Bank has undertaken maintenance and development of public parks.
	• Donation in the event of natural calamities: During the Chennai rains.
	• Girl Child Adoption
2016-17	• Rural Health Centers
	• Swachh Vidyalaya
	• Donation towards mid-day meals scheme to Govt. schools
	• Facilitating safe drinking water
	• Essential educational aids to rural schools
	• Supply of Essentials to old age homes, orphanages etc
	• Banks own Go-green initiatives for environment protection:

Vijaya Bank's Last Three Years Spending Under CSR (in Million)

Year	Net Profit	Required to amount spent	Amount actual spent	Amount Unspent
2014-15	4390	87.78	87.8	NIL
2015-16	3818.0	76.36	76.36	NIL

2016-17	7504.8	150.09	150.096(NIL
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CSR Policy of Vijaya Bank

❖ Governance structure

The Management Committee of CSR Comprise the Chairman & Managing Director and other Board members. The Chairman & Managing Director sanction of capital and revenue expenditure, investments, donations, etc. The committee exercises such powers as may be delegated to it by the Board with the approval of Central Government and concurrence of RBI. The management committee consists of the following Directors as members-

- Chairman & Managing Director
- Executive Director
- Non - Official Director appointed under CA category [Permanent member]
- Three Non-Official Directors for a period of 6 months, each on rotation basis.

There is a well-defined system in the Bank regarding the decision making process. The Bank functions under the overall supervision and control of The Board of Directors of the Bank to formulate the policies related CSR activities and implementation of such policies. Apart from this, the Head Office is also issuing circular instructions from time to time conveying the changes in policies of the Bank for implementation by its officers. Officers, after due processing of the relevant subject matter and take decision on the merits.

❖ Operating framework

The activities planned will be under taken either by bank or by establishing necessary partnership with various stakeholders at local, state and national level, including Non-Governmental organizations, Civil Societies, Trusts, Institute Academic Organizations, public representatives and opinion markers, other Public Sector Undertaking, Private Sector and concerned Government departments having requisite expertise. Bank has a robust CSR policy which aims at equitable development, infrastructure creation, employment generation, environment protection, sustainable socio-economic development of the weaker sections of the society. As directed by the Board, Bank prepared a CSR Roadmap. With special focus on certain areas which have lasting social impact.

❖ Monitoring

Head Office has various functional departments that are instrumental in policy formulation and monitoring the performance of regions. CSR initiatives are being monitored on a regular basis to ensure their effective implementation to achieve the targeted benefit. The Vigilance Department at Head Office is headed by Chief Vigilance officer of the rank of Executive Director. Vigilance Department carries out random vigilance inspection of branches and Controlling Offices. All efforts are made to plug the loopholes in the existing systems to prevent recurrence of similar frauds and to strengthen the preventive vigilance.

❖ Disclosure

CSR policy like activity plan and actual implementation of activities, amount sanction and actual sending etc. information disclose in the Annual General Meetings. Further, the Bank's quarterly results/annual results/reports are published for the information of public, as well as shareholders which would give an idea about the policies of the Bank and implementation thereof. Also, information shall also be displayed on the Company's website also.

CONCLUSION

At present, the Banking Sector performing their banking services more effectively in comparison with the past and also started working towards social banking that is Corporate Social Responsibility. Maximum number of banks whether related to private sector or public sector highly performing CSR activities as per their priority but if we look towards the CSR reporting then it can be noted that most of the banks are still not disclosing their amount for such initiatives on their websites. After the involvement of RBI the CSR becomes the important part of Banking Sector but still more regulations and new policies are required to implement the concept of CSR in Indian Banking Sector .RBI should make some criteria to distinguish between the banks conducting CSR practices and those not conducting ,on the basis of their involvement in social banking and some percentage must be set for spending on CSR activities by all the established Banks and a proper monitoring is required by a committee on the working of Banks so that the Banks work for their profit along with contributing towards the society.

As part of community service, the bank undertakes a number of welfare activities and programmes directly which have a high social content through its branches/offices by way of voluntary efforts of the staff members. These activities which are conducted on an ongoing basis showcase the Bank's concern to the societal needs/welfare.

RECOMMENDATIONS

1. The banks should have well trained CSR department with qualified and experienced professionals for better planning, implementation and evaluation of CSR policies.
2. There is necessity to generate more for rural community in India.
3. This research found that most of companies are focusing only health, education and skill programme but only few of them focusing on environment and infrastructure activities. So, it is necessary to get information about the need of local people so that involvement of the local people enhance. Before launching the CSR project, the company must survey the area concern.
4. Bank can also sign MOUs with various NGOs for the welfare purpose.

LIMITATIONS OF THIS STUDY

1. This research was limited to only two banks i.e. Vijaya Bank and ICICI Bank's.
2. Spending under CSR may vary in other banks.

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National Seminar on 'DIGITALIZATION AND SOCIETY'

12th January, 2019

Maniben Nanavati Women's College, Vallabhghai Road, Vile Parle (West), Mumbai, India

Awareness and Prevention Of Child Sexual Abuse Through Digital Technology

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Abstract: The aim of the study was to find out the level of technology usage among 5th - 9th grade children and the relationship between awareness about CSA among parents of 5th - 9th grade children and the preventive strategies used by them. It also focused on conceptualizing a mobile application to make parents and children aware about CSA, prevent it and readdress the issue. The study was conducted in Mumbai with a sample of 110 Parents of 5th - 9th grade children, using Convenience sampling technique. A self-structured questionnaire with a reliability of 0.78 was used. The results indicated that most children had moderate technology usage. A statistically significant correlation between awareness of CSA among parents and the preventive strategies used by them, with a correlation coefficient of .34, was also evident.

Key Words: Child sexual abuse, Digital Technology, Awareness, Prevention, Technology Usage

INTRODUCTION

WHO in 2002 estimated that 73 million boys and 150 million girls under the age of 18 years had experienced various forms of sexual violence across the globe (Singh, *et al*, 2014). In India, the total number of sexual abuse cases in children reported, increased between 2010- 11(Carson, *et al*, 2013). According to 'Keeping Children and Families Safe Act of 2003' Child sexual abuse (CSA) is defined as : (a) The employment, use, persuasion, inducement, enticement, or coercion of any child to engage in, or assist any other person to engage in, any sexually explicit conduct or simulation of such conduct for the purpose of producing a visual depiction of such conduct; or (b) the rape, and in cases of caretaker or interfamilial relationships, statutory rape, molestation, prostitution, or other form of sexual exploitation of children, or incest with children (Carson, Foster & Chowdhury, 2013).

Half of the perpetrators are family members, and in 80% of the cases other family members have knowledge of the abuse (Carson, *et al*, 2013). Many abusers are people, whom their victims trust and some have been abused as children (Stop It Now, n.d.). The perpetrators, generally are the ones providing intimate care to a child with an expectation of a certain level of physical contact; having the ability to influence or control aspects of a child's life; spiritual or moral authority over a child; having a higher level of trust and credibility or certain specialist expertise (Kelso Lawyers, n.d.).

Usually offenders gained access to children through caretaking, such as babysitting; targeted children by using bribes, gifts and games; used force, anger, threats, and bribes to ensure their continuing compliance; and systematically desensitized children through touch, talk about sex, and persuasion (Elliott, Browne & Kilcoyne, 1995).

Child Sexual abuse can also happen online. It generally includes: the production, dissemination and possession of child sexual abuse material (CSAM: which are known in many jurisdictions as 'child pornography'); online grooming or active sexual solicitation of children; sexting; sexual extortion of children; revenge pornography; exploitation of children through online prostitution, and live streaming of sexual abuse (ECPAT International, 2018).

The immediate impact of child sexual abuse has the potential to produce behavioral and psychological problems (Mullen, 1999). In the long term the child may experience depression, anxiety, relationship problems, self - destructive behavior, parenting problems, panic attacks, and the like (SECASA, 2015). Moreover, physical health consequences, include vaginal bleeding and infection, urinary tract infection, headaches, general pain symptoms etc. (Singh, *et al*, 2014; Irish, L., Kobayashi, I., Douglas, L., & Delahanty, D., 2009).

Due to the fact that CSA is so prevalent, and impairs the health and welfare of children and adolescents, a series of CSA prevention programmes have been conducted in schools and communities in the USA, Canada and some other countries since 1977 to increase public awareness of the CSA problem (Chen & Chen, 2005). Widespread prevention and educational campaigns stem from the belief that increasing awareness and understanding of the phenomenon among the general population will result in a lower level of abuse (WHO, 2002). Accurate information about CSA is a key component of parent education. Many parents believe myths about CSA. By combating myths, parents can increase their awareness of the risk of sexual abuse and better protect their children (Foster, 2017).

With digitalization, in India and across the globe such awareness programmes, have now taken online platforms. As per a report by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB, Internet penetration in Urban India was 64.84% in December 2017 (Agarwal, 2018), thus giving such programmes a wider reach, which include, pages on social media platforms like 'Prevent Child Sexual Abuse' on Facebook, videos by ChildLine, Arpan and other organizations working towards CSA, on Youtube. Such attempts must turn out to be useful as Facebook is by far the most popular site used (89%) (Tata Consultancy Services, 2015). Now-a-days even creation of mobile applications such as Stewards of Children Prevention Toolkit and Child Protection Training UK, available globally; POSCO Mobile application, available in India, and the like, have been employed for raising awareness about CSA.

LITERATURE REVIEW

A research conducted by Letourneau, Nietert & Rheingold in 2016 on 'Initial Assessment of Stewards of Children Program Effects on Child Sexual Abuse Reporting Rates in Selected South Carolina Counties', aimed to determine whether the Stewards of Children prevention program is associated with increased CSA reporting. The findings suggested that the Stewards prevention intervention may be associated with increased CSA allegations, in three counties of South Carolina (SC) targeted with programme dissemination efforts.

A study conducted by Arpan in 2017 on 'Integration of Personal Safety Education Programme in Schools: A Case Study', suggested that a total sample of 152 Children and 10 parents, mainly demonstrated increasing help-seeking behavior in children and Parents were aware of the fact that known people can be abusers, after receiving PSE sessions.

A research conducted by Chen & Chen (2005) on "Awareness of child sexual abuse, prevention education among 385 parents of Grade 3 elementary school pupils in Fuxin City, China" suggested that a significant number of parents had basic knowledge of CSA and were open to the idea of their children receiving age appropriate sex education.

As per a survey 'TCS GenY Survey 2014-15' conducted on nearly 17,500 high school students across 14 Indian cities, About 72 percent students today, own smart phones (Tata Consultancy Services, 2015).

RATIONALE

India has the world's largest youth population. However, the children are prone to many types of abuse, one such being Sexual Abuse. The cases of CSA have been increasing tremendously, since a few decades, as, much of the government reports depict. Thus, it is a need of the hour to safeguard children. Literature has depicted that as awareness about CSA increases the number of cases reported regarding it also increase. However, as significant amount of such literature belongs to the western countries, the following research attempts to gauge the relationship between awareness of parents regarding CSA and the preventive strategies used for the same in Indian the context. Large percentages of students today own smart phones, in cities across India, also as the number of internet users have increased since a few years, thus creating awareness through a digital platform, would help reach masses. Therefore, the study also aims to conceptualize a Mobile application that collectively presents information regarding CSA to the children as well as the parents, in an age appropriate manner and aids the prevention and redressal of the same.

OBJECTIVES

1. To find out the use of technology of 5th-9th grade children
2. To assess the level of awareness and preventive strategies used by parents of 5th- 9th grade children
3. To know the level of awareness of parents about online child sexual abuse

4. To understand the relationship between awareness among parents of 5th-9th grade children about CSA and the preventive strategies used by them
5. To conceptualize a mobile application for raising awareness, preventing and readdressing child sexual abuse

HYPOTHESIS

H01: There is no statistically significant correlation between awareness of CSA among parents and the preventive strategies used by them

METHOD AND MATERIALS

Procedure

Literature related to CSA was reviewed. A self-devised questionnaire was administered to the sample to measure the level of awareness and preventive strategies and the technology usage of their children. A mobile application was conceptualized simultaneously, to make parents and children aware, prevent and redress CSA. The content was developed after reviewing literature, which was then validated by 3 experts in the field.

Tool

A self-structured questionnaire with a reliability of 0.78 was used to measure the awareness and prevention of child sexual abuse. It was validated by three experts from the field.

Data analysis

Data was analyzed using statistical software. Statistics such as Percentage, Mean, Standard Deviation, One Way ANOVA, Bi-variate correlation (Pearson's correlation) were used to analyze the data and draw inferences.

RESULT AND DISCUSSION

Demographics of the Participants

The average age of the children in the sample was 12.4 years. Majority, i.e. 74.61% & 53.84% of the mothers and fathers, respectively belonged to the age group of 35-45 years. Most i.e. 35.38% & 36.9%, of the fathers and mothers, in the study were graduates, respectively. Mostly (40.7%) monthly income of the sample was above 75,000 rupees. Majority of the fathers (72.3%) were working in the families of the participants, followed by both (24.6%) followed by only mothers (3.7%) category.

Technology Usage

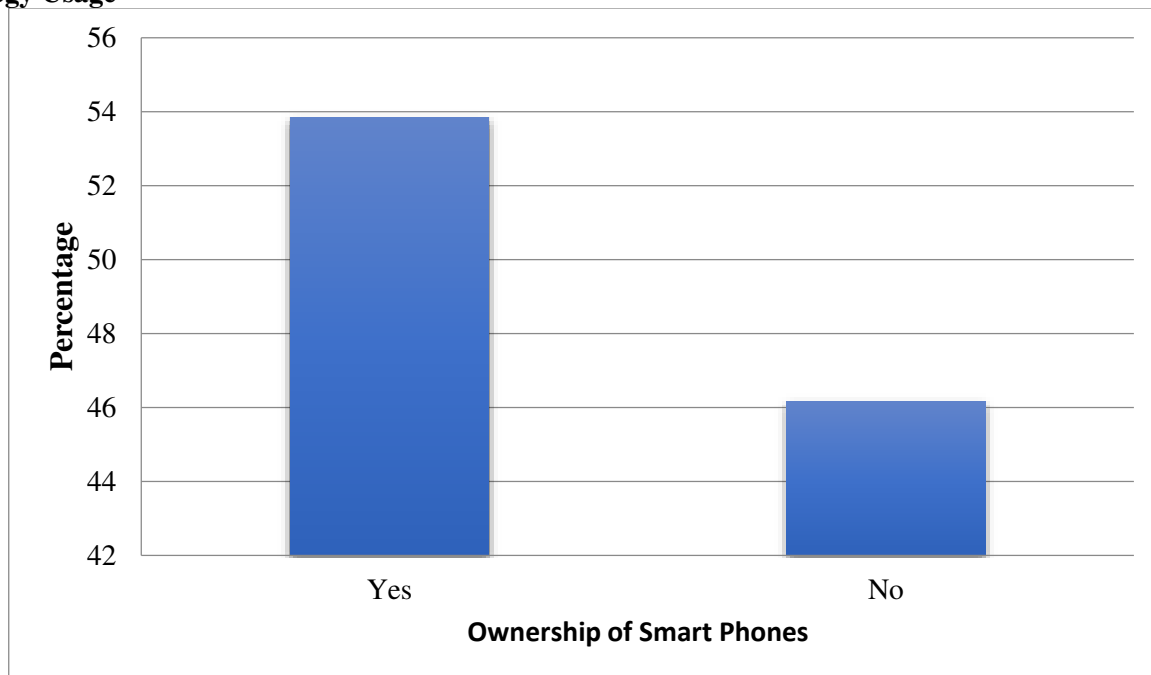


Figure 1: Percentage of children who own smart phones

Figure 1 suggests that most children owned smart phones i.e. 53% of them. The results were supported by a survey conducted by 'TCS GenY Survey 2014-15's findings, which suggested that 72% students own smart phones.

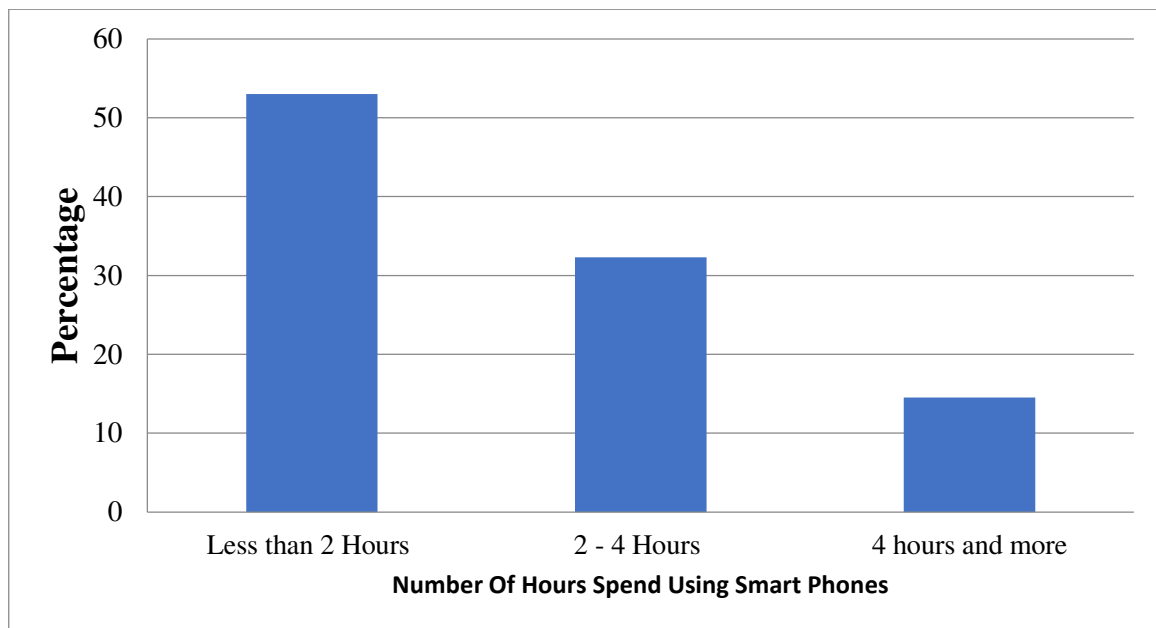


Figure 2: Number of hours spent using Smart phones by children, per day

Figure 2 suggests that most children used smart phones for less than 2 hours. A study by Sumathi, Lakshmi & Kundhavai in 2018, on 'Reviewing the Impact of Smartphone Usage on Academic Performance Among Students of Higher Learning', suggested that 34% of the students used smart phones for 5-7 hours per day, thus contradicting the study. The reason for the contradiction might be that, the current study included parent's report of the child, whereas the study by Sumathi and colleagues, included child's self-report.

Awareness and Prevention of CSA

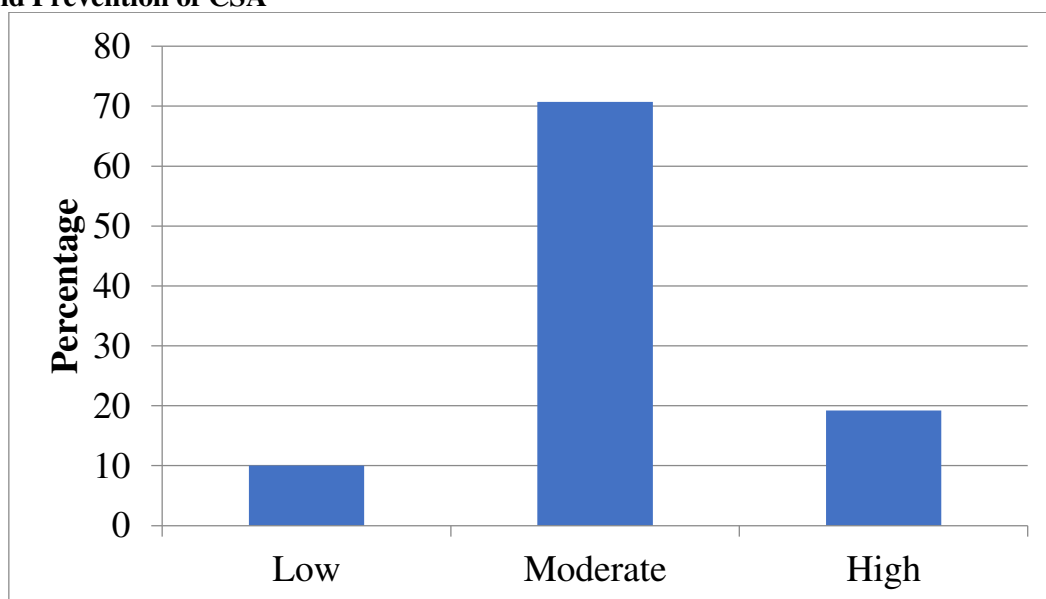


Figure 3: Level of awareness of parents about online CSA

Figure 3 suggests that parents have moderate awareness about online child sexual abuse.

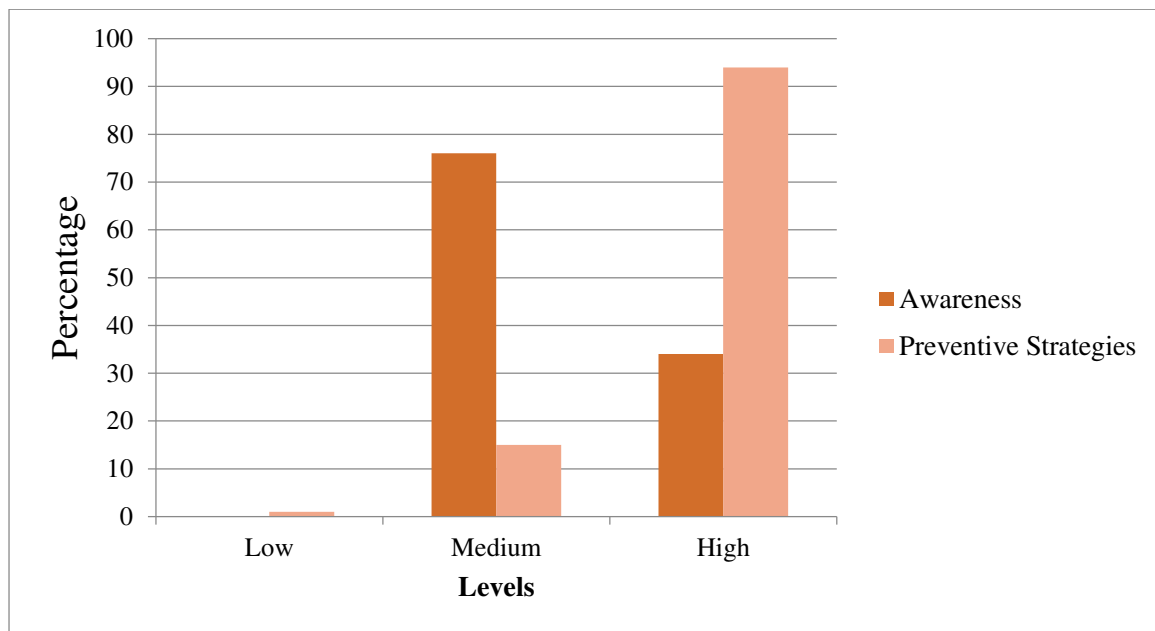


Figure 4: Level of Awareness and Preventive Strategies Used by Parents

Figure 4 depicts the level of awareness of parents related to CSA and the preventive strategies used by them. Most parents fell in the second level in terms of awareness and in the third level in terms of preventive strategies use. Thus, suggesting that although there is partial awareness about CSA, most preventive techniques were being used.

Table 1: Pearson Correlation Coefficient and p-Value between Awareness about Child Sexual Abuse and Prevention Strategies used by Parents

N=130

	Awareness	Preventive Strategies
Awareness	1	.36***
Preventive Strategies	.36***	1

***Significant at $p < .000$ level

Table 1 suggests that there was a statistically significant relationship between awareness and preventive strategies used by parents regarding the child sexual abuse. This positive correlation suggests that as awareness in parents increased, the preventive strategies used also increased. Thus, the proposed null hypothesis i.e. there is no statistically significant relationship between the awareness and preventive strategies for CSA used by parents of 5th - 9th grade children was disapproved. A quasi-experimental Study conducted by Center for Child and Family Studies 2009 on the Impact of Darkness to Light's Stewards of Children® Program on Educators, demonstrated that Stewards of Children curriculum was effective in positively changing adult child-protective behavior. Thus, supporting the current findings.

CONCLUSION

The study suggested that most children owned smart phones and although 50 percent of them used their smart phones for less than 2 hours, the other 50 percent used them between 2-6 hours, per day. The level of awareness among parents about CSA was moderate, both for overall CSA and for online CSA. The results also suggested that as awareness about CSA increased preventive strategies used by parents also increased. Thus, a mobile application was conceptualized to increase awareness about CSA, for both parents and children, and to help prevent CSA and aid its redressal.

RECOMMENDATION

Larger representative sample would be suggested for further research in order to make generalization possible. Participants from various ethnic groups and socio-economic backgrounds must be considered in order to generalize the results, to the entire population. Semi structured interviews and other qualitative data collection methods, can aid in justifying the results.

LIMITATIONS

The study was limited to particular age group and geographical location. The sample size was small. Convenience sampling technique was used, which makes the sample less representative.

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Digital Learning Technology: Acceptance and Utilization by Students

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Abstract: Education institutes, teachers and print media are the traditional methods of learning and getting information. Learners had to enroll in education institutes and visit the libraries. Advancement of digital technology in the last decade has changed every aspect of our life, including education. Digital Learning Technology refers to utilization of a variety of digital tools to understand, improve, create, communicate and use information in a digital manner. It is in this context that a survey was conducted to examine and compare the access and utilization of DLT amongst the students of colleges affiliated to SNDT Women's University and Mumbai University. A questionnaire consisting of ten statements on a five point Likert scale was administered on a sample of 100 students, 50 from each university and from two streams of Arts and Commerce. Our findings suggest that there are no significant differences in the perception of the students between the two universities, but there are differences in the responses of the students from Arts and Commerce stream.

Key Words: Education, Digital technologies, Arts and Commerce.

INTRODUCTION

Digital Learning Technology (DLT) is an innovative method that integrates technology with the process of learning. Digital learning can be implemented across any areas or fields of learning. The contribution of DLT in the field of education has increased significantly. How, where and when students learn today is very different from the traditional method of education. Under DLT, students are active and engaged in learning unlike, traditional methods where, the teachers deliver the content to the class. DLT enables students to go beyond the prescribed syllabus and gain more knowledge. For example, students interested in creative writing can enroll in online courses, create their own blogs thus, reaching out to a larger audience. Moreover, different technologies can improve learning and provide more exciting alternatives to the students. Some learners may have fears and feel less confident about using DLT. It is important that learners have access to DLT. Access and utilization of DLT by students may vary with levels of income, education institution and the program in which they have enrolled. It is in this context that the researchers decided to examine and compare the perceptions of the student's with respect to DLT from colleges affiliated to SNDT Women's University and Mumbai University. A Commerce program covers all aspects of production and distribution of goods and services and business activities. The Arts stream on the other hand, is a combination of creativity, comprehension, analysis etc. The approach and scope of subjects offered in the two streams are diverse. The responses of the students from Arts and commerce are expected to be divergent.

LITERATURE REVIEW

Higgins, Xiao and Katsipataki(2012) concluded that technology can be a powerful intervention in short period to improve learning, about three times a week over the course of about a 5 - 10 weeks. The study found that sustained long term use is not effective in improving learning. Research indicated that technology is best used as a supplement to normal teaching rather than as a replacement for it. This suggested some caution in the way in which technology is adopted in schools/colleges. Jha & Shenoy (2016) found that diversity in the levels of income, culture and ethnicity impacts the digitization of Indian education process. The research concluded that the education system can only transform with a collaboration of traditional learning with the safe and correct use of technology. Mashhadi and Kargozari (2010) paper explained how digital classroom affects education and how it enhances learning process. This study also demonstrated the benefits and defects of digital classroom. O'Donnell and Sharp (2012) examined the responses received from three hundred and twenty students on students' perceptions on the uses of technologies in education and find that students are of the opinion that the use of technologies in higher education can beneficially transform learning; however, technologies will never replace lecturers.

OBJECTIVES

The objectives of the study are as follows

- To compare the variety of tools and frequency of use of DLT by students of colleges affiliated to SNDT Women's University and Mumbai University
- To examine and compare the perceptions on ten statements on a five-point Likert scale from SNDT Women's University and Mumbai University students
- To study the perceptions on a five-point Likert scale on ten statements of the students across Arts and Commerce streams regarding use and acceptance of DLT.
- To find out whether the level of income influences the variety and frequency of use of DLT

METHOD AND MATERIALS

Stratified sampling method was used to compare the utilization, access and challenges faced by the students of colleges affiliated to SNDT Women's University and Mumbai University and two stream of Arts and Commerce. The researchers have not included students from science stream in the study as colleges affiliated to SNDT University in Mumbai do not offer pure science programs. Five colleges each from SNDT Women's University and Mumbai University were selected at random, located between Bandra and Borivali, suburbs of Mumbai city. A sample of hundred students was taken, fifty from each of the universities and stream. Income levels greatly influence access to DLT. Therefore, to examine the use of DLT across different income levels, three income categories were made in the Middle income zone of India as follows: i) Low middle income group students whose family income is less than Six lakhs per annum, ii) Middle income group where the annual income was between six and twelve lakhs and iii) High middle income group whose income level was above twelve lakhs per annum. A questionnaire comprising of ten statements on DLT on a five-point Likert scale was administered on the sample students. The statements were as follows-

Table 1 Statements on Perceptions of Students on use of DLT

Sr No	Statement
1	Digital learning tools help students to retain new concepts
2	Digital learning technology has significantly improved grades/results
3	Digital learning technology is extremely helpful in studying and passing in exams
4	Digital learning technology is helpful in completing assignments
5	Digital learning technology makes students self-motivated and more accountable
6	Digital learning technology provides opportunities to learn outside the classroom
7	Digital learning technology is more fun and entertaining
8	Books and classroom notes are very useful for studying and passing exams as compared to Digital learning technology
9	Classroom teaching helps students to get rid of their fears
10	Digital learning technology helps students to get rid of their fears

Data was collected on the following variables: i) tools used by students, ii) frequency of use, iii) perceptions of the students from SNDT Women's University and Mumbai University on a five point Likert scale on utilization of DLT, iv) response of the students from Arts and Commerce stream on a five point Likert scale on utilization of DLT and v) income levels and frequency of use of DLT.

Tools used

A set of ten tools were listed in the survey which were: Power point, Smart phones, Chat rooms, Slide Share, eBooks, YouTube, Online quizzes, MOOCS and Lecture Capture. Table 1 gives a comparative picture of the tools used by the students of colleges affiliated to SNDT Women's University and Mumbai University.

RESULTS AND DISCUSSION

The statistical analysis is presented below under headings under which data was collected.

Table 2 Percentage of variety of digital learning technologies used by respondents

Table 2.0 Variety of Digital learning technologies used by students of SNDT Women's University and Mumbai University (In Percentage)		
	SNDT WU	Mumbai University

Power point	52	92
Smart Phones	6	52
Chat rooms	10	18
Slide Share	28	38
eBooks	10	58
You Tube	98	94
Online Quizzes	4	36
Lecture Capture	0	16
Source: Authors' calculations based on primary data		

It was found that 92% and 52% of students from Mumbai University and SNDT Women's University respectively use PowerPoint. 58% of Mumbai University students use E-Books as compared to 10% of that of SNDT Women's University. Online Quizzes are taken by 36% of Mumbai University students versus just 4% of the students from SNDT Women's University.

Lecture Capture as a tool for learning was used by 16% of students from Mumbai University. In other words, PowerPoint, Smartphones, eBooks and Online Quizzes are more frequently used by Mumbai University students as compared to SNDT Women's University students. More than 90 % of students from both universities use YouTube.

Table 3 shows the frequency of the use of DLT

Examining the frequency of use, by the students from both the universities we find that 52% of students from Mumbai University and 30% of students from SNDT Women's University use DLT on a daily basis. On the other hand, 42% students from SNDT Women's University and 24% of Mumbai University student use DLT once a week. The results are shown below in table 3.

Table 3 Frequency of use of Digital learning technologies by students of SNDT Women's University and Mumbai University (In Percentage)		
	SNDT WU	Mumbai University
Daily	30	52
Weekly	42	24
Monthly	6	8
Bimonthly	2	2
Sometimes	20	14
Do not use	0	0
Source: Authors' calculations based on primary data		

Perceptions on the Statements given in Table 1 : A Comparison of the response of SNDT Women's University and Mumbai University Students

The Likert options of 'Strongly Agree' and 'Agree' were merged together, and so were the options of 'Strongly Disagree' and 'Disagree' to form statistics presented in this study. The percentage of the students agreeing, disagreeing or remaining neutral on the ten statements (See table 1.0) in the survey are summarized in Table 4.

96% and 90% of the students from SNDT Women's University and Mumbai University respectively, interviewed for the survey agreed that technology helped to retain new concepts. While 74% of students from Mumbai University agreed that DLT helped to improve grades, only 64% of students from SNDT Women's University agreed on this statement. Students from both universities agreed that technology helped in studying and passing in exams. Our findings on these perceptions are consistent with those of O'Donnell and Sharp (2012).

The students surveyed from both the universities found that technology enabled them in completing assignments on time, learning was more fun, entertaining and it gave them an opportunity to learn outside the classroom. More than 85 % of SNDT Women's University and Mumbai University students agreed that technology gave freedom of time and space to learn. 64% of SNDT Women's University students felt that use of technology in learning made them accountable and self-motivated as compared to 54% from Mumbai University.

Table 4 shows a comparison between the responses of SNDT and Mumbai University respondents

Table 4 A comparison of the responses of the students from colleges affiliated to SNDT Women's University and Mumbai University						
	SNDT Women's University (In Percentage)			Mumbai University (In Percentage)		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
DLT helps to retain new concepts	96	2	2	90	6	4
Improves grades/results	64	0	36	74	20	6
Studying and passing in exams	72	22	6	68	22	10
completing assignments	88	4	8	96	4	0
Self-motivated and more accountable	78	18	4	70	22	8
Learn outside the classroom	86	2	12	90	8	2
More fun and entertaining	84	12	4	82	14	4
Books and classroom notes are useful	86	4	10	52	38	10
Classroom teaching help to get rid of fear	90	0	10	50	30	20
DLT to get rid of their fears	60	24	16	50	36	14
Source: Authors' calculations based on primary data						

The response of the students of SNDT Women's University and Mumbai University on statements like 'Books and classroom notes are useful' and 'Classroom teaching help to get rid of fear' was drastically different. The study found that 86% of SNDT Women's University students versus only 52 % of Mumbai University students found classroom notes useful. Surprisingly, more than one third of the Mumbai University students were neutral. Similarly, almost 90% of the students from SNDT Women's University felt that classroom teaching helped to get rid of their fears while, 50% of Mumbai University students agreed, whereas 30% were neutral. It can be said that although students of SNDT Women's University have a positive perspective on role of technology in learning and use it for understanding, retaining new concepts, passing exams, they favour of the traditional method of learning.

Table 5 shows a comparison between Arts and Commerce stream respondents

Arts and Commerce Stream Students : Perceptions on the Statements given in Table 1

The statistics of the data analyzed in this section of the survey are presented in table 5. More than 86% students from Arts streams agreed that technology gave them an opportunity to learn outside classroom and was more interesting and engaging. On the other hand, 90 % of the Commerce stream students feel the need for classroom teaching/guidance and agree that classroom teaching help to get rid of fear, in spite of agreeing that DLT helps in learning new concepts, in improving grades and completing assignments on time. The subjects taught in Commerce stream are related to real business model and its applications, hence preference for classroom teaching.

Table 5.0 A comparison of the responses of the students across Arts and Commerce Streams (In Percentage)						
	ARTS			COMMERCE		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
DLT helps to retain new concepts	94	4	2	92	4	4
Improves grades/results	72	2	8	76	16	8
Studying and passing in exams	78	16	6	62	28	1
completing assignments	96	4	0	88	4	8
Self-motivated and more accountable	80	16	4	68	24	8
Learn outside the classroom	86	6	8	54	4	6
More fun and entertaining	86	8	6	80	18	2
Books and classroom notes are useful	60	28	3	90	2	8
Classroom teaching help to get rid of fear	56	22	22	90	2	8
DLT to get rid of their fears	60	26	14	50	34	16
Source: Authors' calculations based on primary data						

Table 6 shows thw income levels and DLT used by respondents

Income levels and Perceptions of students on the Statements given in Table 1

The low-income group ranged from 3 to 6 Lakhs, the middle income group ranged from 6 to 12 Lakhs and the high income group was ranged 12 Lakhs and above. It was found that the high income group excessively uses Power Point, Smart Boards and Slide Share compared to the other income groups whereas YouTube is widely used across all three income groups. The results are shown in Table 6.

Table 6 Income levels and Digital learning technologies used by the students (In Percentage)			
	Below 6 lakhs	Between 6 and 12 Lakhs	12 lakhs & above
Power point	69.00	69.00	93.00
Smart Phones	28.00	37.00	50.00
Chat rooms	13.00	13.00	21.00
Slide Share	28.00	30.00	57.00
E-books	44.00	48.00	43.00
You Tube	97.00	96.00	93.00
Quizzes	19.00	24.00	29.00
Lecture Capture	13.00	19.00	14.00
Source: Authors' calculation based on primary data			

Challenges Faced by the Students

The study indicated that while students had a positive approach towards DLT, there were several road blocks faced by the students. Students from a few colleges surveyed said that their college did not provide adequate digital learning facilities. Sometimes the teachers were not properly trained in use of technology to deploy it successfully. Students also faced difficulties in integrating digital learning material with the course material. The students also felt that there was a lack of feedback while using Digital Learning Technology as it is a one way communication which made it difficult for the students to clear their doubts.

Students surveyed were aware of the pitfalls of too much reliance on the technology. They said that they at times spend hours surfing sites which, led to wastage of time and distraction. There was too much information available and assimilation was a problem.

The students also felt that it restricts their thinking capability and they felt that they were mechanically doing their assignments.

CONCLUSIONS

The results of the survey conducted shows that there was a difference in the tools and frequency of use of DLT between the students of SNTD Women's University and Mumbai University. Power Point, Smartphones, eBooks and Quizzes are more frequently used by students in Mumbai University as compared to SNTD Women's University. YouTube is widely used by students of both universities. Students of both universities agree that digital learning technology helps them in completing assignments, helps them to retain new concepts, in improving grades and in passing exams. Students of SNTD Women's University showed a preference for traditional teaching and learning styles in spite of accepting and using digital learning technology. This study also showed that students of Commerce stream felt the need for classroom teaching/guidance. There was no significant variation in the responses of the students in the different income groups.

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**National Seminar on
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Relationship Between Smart Phone Addiction, Subjective Vitality, Sense of Agency, Loneliness and Sleep.

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Abstract: *In today's era millennials are caught in the trap of mobile phone addiction which has pervasive effects. The present study would examine the mobile phone addiction among 149 individuals between 16 to 30 years of age. For the purpose of data collection, the tools used were: UCLA Loneliness Scale Version 3, Subjective Vitality Scale, Sense of Agency Scale. The study also consists of total amount of data usage of the individual in the past 3 months and the number of hours of sleep per 24 hours. To verify the hypotheses of the study, statistical analysis used were Descriptive Statistics and Simple Correlation. Results found out were interesting which suggested that as the sense of loneliness increases, subjective vitality decreases. The sense of agency, increases with S.V. as age increases, usage of phone decreases. Besides what we have found, what is equally relevant is what we haven't found. This study began with the assumption that people spend a lot of time with their mobiles and this is either the cause or the effect of their loneliness. However, as the results indicate, the total usage of data has had no relation with any of the three psychological variables.*

Key Words: *Mobile Phone Addiction, Loneliness , Subjective Vitality , Sense Of Agency , Hours Of Sleep . Data usage.*

INTRODUCTION

Worldwide technology and its changes play a major role in each individual's life. The current trend of the society is to adopt every change in the field of communication technology. The mobile phones are boon of this century. Mobile phone is considered as an important communication tool and has become the integral part of the society, it is not only a communication device but it also a necessary social accessory. People are increasingly using mobile phones rather than the fixed telephones. The cell phone today is a lifeline for many. It is estimated that around 4.5 billion people use the cell phone worldwide. And it comes as no surprise that a huge chunk of this quantity consists of the youth. The cell phone is more of a necessity for them than a luxury. Umpteen number of surveys conducted on the youth worldwide have figured out that they consider cell phones an integral part of survival. The risk of cell phone addiction is a social and psychological problem which has been proposed by psychologists, psychiatrists, and educational supervisors. Previous studies have highlighted that psychological attributes like Damage to interpersonal skills and harmful psychological effects are strongly associated with people who use mobile phone excessively. A study was conducted on 150 individuals of an age group between 16 to 30 years to find the relationship between mobile phone addiction, subjective vitality, sense of agency and loneliness. Smartphone addiction involves a compulsive overuse of the mobile phones, usually quantified as the number of times users access their devices and/or the total amount of time they are online over a specified period (Rouse, M. May, 2018). The concept of subjective vitality refers to the state of feeling alive and alert—to having energy available to the self. Vitality is considered as an aspect of eudaimonic well-being (Ryan & Deci, 2001), as being vital and energetic is part of what it means to be fully functioning and psychologically well. The sense of agency has been defined as the sense that the individual is the one who is causing or generating an action or a certain thought in my stream of consciousness. As such, one can distinguish actions that are self-generated from those that are generated by others, giving rise to the experience of a self-other distinction in the domain of action which, in turn, contributes to the subjective phenomenon of self-consciousness. Comprehensively defined, loneliness is the absence or perceived absence of satisfying social relationships,

accompanied by symptoms of psychological distress that are related to the actual or perceived absence (Young, 1982). The study also consists of total amount of data usage of the individual in the past 3 months and the number of hours of sleep per 24 hours. The amount of data usage was taken into account to seek a quantitative measure of mobile phone usage or the amount of online access of the individuals. The amount of sleep was also considered as past studies have highlighted a disturbance in sleep or deterioration of the sleep quality due to the use of mobile phone.

LITERATURE REVIEW

Smartphone Addiction is one of the most recent and burning issue in today's era. The average smartphone user checks their device 47 times a day / 17,155 a year. Conversation killer! 85% of smartphone users will check their device while speaking with friends and family, 80% of smartphone users check their phone within 1 hour of waking or going to sleep, 35% of which will do within 5 minutes. Several Variables are thought to be related to Smartphone addiction like Damage to interpersonal skills and harmful psychological effects, Davey, S., & Davey, A. (2014). The Variables Under Study in the present paper are Smartphone Addiction, Subjective Vitality, Sense of Agency, Loneliness and Sleep. It is hypothesized that there will be a significant relationship between Smartphone Addiction and Subjective Vitality, Smartphone Addiction and Sense of Agency, Smartphone Addiction and Loneliness and Smartphone Addiction and Sleep. These following literature reviews attempt to demonstrate and support the hypothesis. In a study by Parasuraman, S., Sam, A. T., Yee, S., Chuon, B., & Ren, L. Y. (2017) variables like Smartphone usage and increased risk of addiction were addressed. The study aimed to study the mobile phone addiction behavior and awareness on electromagnetic radiation (EMR) among a sample of Malaysian population. A study focused on the variables mobile impact and effect of it Student academic performance by Soyemi, Jumoke & S.A., Oloruntoba & Okafor, Blessing. (2015). in Nigeria. Findings indicated that students are influenced negatively to a great extent by the mobile phone because attention is focused on chatting, music and others while their academic activities are neglected and left to suffer. Also, this study discovered that the use of mobile phone is uncontrollable among students which are the leading cause of poor academic performance among students. The study participants were aware about mobile phone/radiation hazards and many of them were extremely dependent on smartphones. One-fourth of the study population were found having feeling of wrist and hand pain because of smartphone use which may lead to further physiological and physiological complication. In the research article by AKIN, Ahmet. (2012), the variables addressed were Internet Addiction, Subjective Vitality and Subjective Happiness. According to the results, subjective vitality and subjective happiness were negatively predicted by Internet addiction. On the other hand, subjective happiness was positively predicted by subjective vitality. In addition, subjective vitality mediated the relationship between Internet addiction and subjective happiness. In another research paper by Ambhore, A. M. & Puri, P. A. (2018), the variables addressed were mobile phone addiction and loneliness amongst youths. For the purpose of the study youths 60 college going students (30 male and 30 females) select from Aurangabad city by using purposive sampling method. Mobile phone addiction scale and perceived loneliness scale were used for data collection. Descriptive statistics method and person product movement correlation method was used for statistics treatment. Results showed there was positive correlation between mobile phone addiction and loneliness among youths. One more research paper by White, Abbey & Buboltz, Walter & Igou, Frank (2010) addressed the variables Mobile phone use and sleep quality and sleep length in college students. Results indicate that various aspects of mobile phone use such as problem mobile phone use, addictive text messaging, problematic texting, and pathological texting are related to sleep quality, but not sleep length. Hence this wanted to ponder upon Sleep length.

Research Questions

- 1) Has Smartphone addiction contributed to decrease in subjective vitality amongst individuals?
- 2) Has Smartphone addiction contributed to decrease in sense of agency amongst individuals?
- 3) Has Smartphone addiction contributed to loneliness amongst individuals?

Aim

To determine the relationship between relationship between Smart Phone Addiction , Subjective Vitality, Sense of Agency , Loneliness and Sleep.

METHOD AND MATERIALS

Hypothesis

- 1) There will be a significant relationship between Smartphone Addiction and Subjective Vitality.
- 2) There will be a significant relationship between Smartphone Addiction and Sense of Agency.
- 3) There will be a significant relationship between Smartphone Addiction and Loneliness.
- 4) There will be a significant relationship between Smartphone Addiction and Lack of sleep.

Variables

The variables under study were

- 1) Smartphone addiction
- 2) Subjective Vitality
- 3) Sense of Agency
- 4) Loneliness
- 5) Sleep

Research Design

A quantitative correlation study was employed using survey method. A correlational study was used to find if there exists a relationship between two variables. It studied whether an increase or decrease in one variable corresponds to an increase or decrease in the other variable.

Sample and sampling design

Data was gathered from a Randomised sample of 105 college students ranging in age from 18 to 30 ($M=20.06$, $SD=7.24$) who responded to a survey which was generated using Google forms in November 2018. The Google forms were circulated and interested candidates were requested to be part of the study and were also requested to send the form to their contacts as well. Non - eligible respondents (below the age of 16 and above the age of 31). The sample consisted of 43.6 % Male respondents and 56.4% of Female respondents (Male=65, Female=84).

Instrumentation

UCLA SCALE OF LONELINESS VERSION 3- A 20-item scale designed to measure one's subjective feelings of loneliness as well as feelings of social isolation. Participants rate each item on a scale from 1 (Never) to 4 (Often).

This measure is a revised version of both the original UCLA Loneliness Scale and the Revised UCLA Loneliness Scale. The first revision was done to make 10 of the 20 original items reverse scored. The second revision was done to simplify the scale so less educated populations could comprehend it (see other UCLA Loneliness Scale pages on this website). The measure has high internal consistency (coefficient alpha = .96) and a test-retest correlation over a two-month period of .73.

Subjective Vitality Scale- Individual difference level version- Ryan and Frederick (1997) developed a scale of subjective vitality that has two versions. One version is considered an individual difference. In other words, it is an ongoing characteristic of individuals which has been found to relate positively to self-actualization and self-esteem and to relate negatively to depression and anxiety.

Sense of Agency scale by Tapal, A., Oren, E., Dar, R., & Eitam, B. (2017)- The structure of the Sense of Agency scale is two-factor confirmatory model. SoPA, Sense of Positive Agency, SoNA, Sense of Negative Agency. Reliability estimates computed using the new data, with reliability estimated at (McDonald's) $\omega = 0.80$ (95% CI = 0.76, 0.83) and $\omega = 0.75$ (95% CI = 0.67, 0.79) for the SoPA and SoNA, respectively. The scale also remotely measures aspects like General self-efficacy, Physical self efficacy, Locus of control while beliefs in free will were moderately related to the SoPA subscale and their relationship to the SoNA subscale was substantially weaker. This pattern suggests that SoPA is more related to philosophical concepts of personal autonomy and responsibility than Sona. Hebrew versions of the instruments were used in the study.

Methods Used for Data Analysis

To verify the hypotheses of the study statistical analysis used Descriptive Statistics and simple Correlation.

RESULT ANALYSIS AND FINDINGS

The main aim of the study was conducted to find the relation between Smartphone addiction, Subjective Vitality, Sense of agency, Loneliness among college students in Mumbai. The sample size was 149 with both males and females. The mean of total gigabyte usage was 26.35 ($SD= 25.50$). The mean of Total sleep found was 7.47 ($SD = 1.53$). The mean of Loneliness score was 42.65 ($SD = 10.65$). The mean of Subjective Vitality score was 28.99 ($SD = 6.47$). The mean of Sense of Agency score was 53.55 ($SD = 8.49$). A detailed descriptive review of the four variables has been given in Table 1.

Table 1 shows the descriptive review of four variables

Table 1 Descriptive Statistics

	Mean	Std. Deviation	N
Age	22.13	7.24	149
TOTAL GB	26.35	25.50	149
SLEEP	7.47	1.53	149
LONELY	42.65	10.65	149
SV	28.99	6.47	149
SOA	53.55	8.49	149

A Correlational Analysis was conducted to find the Relationship between Smartphone addiction (Total GB usage), Subjective Vitality, Sense of Agency, Sensation Seeking and Sleep. It is reported in Table 2.

Table 2 Correlation

	Age	TOTAL GB	SLEEP	LONELY	SV	SOA
Age	1					
TOTAL GB	-.169*	1				
SLEEP	.084	.021	1			
LONELY	-.185*	.045	.026	1		
SV	.193*	.064	-.011	-.480**	1	
SOA	-.088	.051	.105	.028	.181*	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Results obtained showed a negative relation between Age and Total Gigabyte usage ($r = -.169$ $p < 0.01$). The results also showed a negative association between Sense of loneliness and Subjective Vitality ($r = -.480$ $p < 0.01$). The Results also showed a positive association sense of Agency and Subjective Vitality ($r = .181$ $p < 0.01$). There was no significant association found between sleep and Total GB usage and also none of the variables showed to have a significant relationship with smartphone addiction i.e. the total GB internet usage.

DISCUSSION

The results of this study are extremely interesting. The common assumptions are that youngsters are entitled, have poor sleep and have no energy because they spend too much time on their mobiles. This study questions these assumptions. For the present sample which is in the age group of 16-30, has participants who are working or studying or both or neither. One simple fact is that over a 24-hour period the average sleep they get is about 7 and a half hours. So, parents can be assured that their children are getting enough sleep. Other important findings: (1) As the sense of loneliness increases, subjective vitality decreases. (2) The sense of agency, increases with S.V. (3) As age increases, usage of phone decreases. Besides what we have found, what is equally relevant is what we haven't found. This study began with the assumption that people spend a lot of time with their mobiles and this is either the cause or the effect of their loneliness. However, as the results indicate, the total usage of data has had no relation with any of the three psychological variables. This should make us think. Are we right in jumping to conclusions about the negative impact of mobile phone use in youngsters? Perhaps we may be rushing to judge. Hence, we should consider the mobile and the internet not just as evil inventions of technology but allies in the search for self-mastery and empowerment. This study is also an eye-opener for us because it is throwing up some interesting questions. Although not the initial plan of the study, we did do a comparison between genders. There is no difference in the usage in terms of GB between males and females. Along with the traverse effects of Smartphone one such paper discussed also on the positive effects of it which was by Sarwar, Muhammad & Soomro, Tariq. (2013) they put forth through the study that the concept of "use it or lose it" principle in Psychology is very old and according to this concept the key to keep your brain functioning in its peak condition throughout your life lies in its smart use. The smart use of Smartphone will increase your brain

function instead of using the Smartphone only for entertainment it could be used to access useful information, interacting with friends and families, while traveling, waiting on bus stop enables users to utilize such time to promote their social life. Staying connected is easier than ever, and keeping the social bonds active allows reducing stress and promises social support.

CONCLUSION

As per the results obtained neither of the hypothesis which stated that, there will be a significant relationship between Smartphone Addiction and Subjective Vitality nor there will be a significant relationship between Smartphone Addiction and Sense of Agency nor there will be a significant relationship between Smartphone Addiction and Loneliness proved to be true. However, there will be a significant relationship between Smartphone Addiction and Lack of sleep have been proved.

RECOMMENDATIONS

It would also be interesting to conduct cross cultural studies of the phenomenon of usage of smartphone. Another interesting study would be to actually see the positive aspects of Smartphones on the Youth.

LIMITATIONS

While the trends observed are certainly robust, and thus can form the basis for intervention development; this study nevertheless suffers from certain short comings. The sample size was small allowing less generalizability. The chosen Sample was to the city of Mumbai, and thus, may be representative of only urban, metropolitan locations. For the purpose of this study, gender, personality, and socio-economic status were not controlled, and it would be interesting to conduct further research on the impact of these variables on the trends observed. The accurate amount of data usage was not obtained as many individuals may have either carelessly put a number or operated their smartphones through Wi-Fi.

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Negotiating Digital Society: Cinder and Levana

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Abstract: *The paper attempts to analyze the interface between digitalization and identity. It specifically focuses on how identity is negotiated in a digitalized society and the relationship characters have with digitalization. It uses specific aspects of Peter J Burke's identity theory from social psychology to analyze the stories of Cinder and Levana in the young adult novel series The Lunar Chronicles by Marissa Meyer.*

This is also an attempt to extend the boundaries of research done to explore the concept of identity in a digitalized universe. Besides the categories of gender, class, caste and race the paper focuses on a new category of cyborg created in the fictional universe of The Lunar Chronicles. Young Adult Literature and its study often revolves around the concept of identity but usually limits itself to self-realization of individuals. This paper is an effort to apply the identity theory to a larger social aspect. It has a relevance to their relationship with a digitalized society.

Keywords Digital society, identity, social, personal, moral identity, fairy tale, science fiction.

INTRODUCTION

The Lunar Chronicles is a science fiction series written by American author Marissa Meyer, published during 2012-2015. It is a tale of overthrowing evil, and replacing the vain Queen Levana with Princess Selene of Luna, the rightful heir to the throne. It is set in a futuristic world, precisely 126 years after World War IV. The series consists of four books, each of them named after the main female protagonists, each focusing on the fairytale incarnation created by the author. The first book in the series is *Cinder* (Cinderella), the second is titled *Scarlet* (Little Red Riding Hood), the third is *Cress* (Rapunzel), and the fourth is *Winter* (Snow White). *The Lunar Chronicles* opens with Cinder's story, who remains the soul of the plot throughout the series. The story charts the development of the main characters and their respective princes or male leads and their mission to defeat Queen Levana and save Earth from falling into the hands of the Moon Kingdom, Luna.

The tenuous connection between science fiction and fairy tales is quite intriguing. What can the world of wicked witches, stepmothers and magic wand wielding fairy godmothers have with high technology gadgets and cyborgs? Actually, quite a lot it seems. Both address themes of human experience through the fantastic and bear the imprint of the culture of their time. In re-telling the story of Cinderella, author Marissa Meyer challenges the representation of women as having passive, traditional fixed identities. She fuses science fiction, which is a genre that explores futuristic science with certain elements of the fantastical and supernatural present in fairy tales.

By re-telling the well-known story of Cinderella, Meyer provokes the reader to question a culturally accepted, identity. Peter J. Burke, working in the field of social psychology, has defined identity as "a set of meanings applied to the self in a social role or situation defining what it means to be who one is". ([1] as qtd in Silvernail 1)

Meyer explores societal standards of identity and provides an opportunity to examine identities as processes rather than as fixed things. She also foregrounds the complexity of identities. In the protagonist Cinder alone, we see a

variety of identities enmeshed together. She is a cyborg –half human and half machine. She also discovers her contradictory affiliation to Earth and Luna. She is at once a working-class mechanic as well as the royal heir. She also inhabits the roles of friend, step-daughter, step sister, loathed rival, prisoner, rebel and love interest of the prince. Her various identities cut across various socio-cultural categories. Apart from these social identities she also has a strong personal moral identity which helps her to process her multiple identities as well as the world she inhabits. It is easy to decipher the sharp contrasts Meyer's builds between Cinderella and Cinder.

The purpose behind such an analysis is to foreground that identity formation is a process and that meanings are never fixed or stable but are negotiated and re-negotiated based on every interaction we have. This is referred to as the "feedback loop" by Burke. Meyer, thus, questions patriarchy reinforcing fairy tales such as Cinderella and uses her cyborg Cinder to question dichotomies either human, robotic, good, bad etc. by engaging with different types of identities, identity change and fluidity, social roles interacting with personal identities. There is a total dismantling of the culturally acceptable behaviour and ideals pointed in the fairytale Cinderella.

ANALYSIS

Re-configuring Complex Identities in a Technological Universe - Cinder

For the purposes of the paper the focus is on Cinder (Cinderella) and Levana. Cinder is a sixteen-year-old full service mechanic in New Beijing. She is living with her stepmother Adri, her two stepsisters and her android/robot Iko. She is considered a second-class citizen, because she is a cyborg, meaning she is half human, and half robot. Cyborgs are born biological beings, but are mechanically modified after some accident. The Cyborg in Meyer's literary universe is an interstitial, hybrid identity that occupies a disadvantaged position in the society. The Cyborgs straddle an ambiguous position and manifest a defiance of clear-cut binaries. They are heavily loathed as they do not fit into any specific category. They are too human to fit into the category of robots and too "robotic" to be accepted by the humans, who neglect the human component of cyborgs, and treat them unequally. This unequal treatment of cyborgs is described frequently in the texts.

"Cyborgs weren't citizens. Or, they were, but it was more complicated than that, had been since the Cyborg Protection Act had been instated by Kai's grandfather decades ago. The act came after a series of devastating cyborg crimes had caused widespread hatred and led to catastrophic riots in every major city in the Commonwealth. The protests may have been by the violent spree, but they were a result of generations of growing disdain." ([2] Cress, 306).

People are hostile towards cyborgs because they are "too smart, too skilled, too strong" (Cress 307). Cyborgs are also treated mercilessly and carelessly as objects. "Cyborgs were ordered to the plague research labs every day...sacrificing them in order to find an antidote to the Letumosis virus." (Cress 305). Cyborgs lives are not considered important enough. Because they have been mechanically enhanced by science, they are given a second chance at living, people think that the cyborgs owe their lives to the scientists that created them, and they expect the cyborgs to give back to the society, therefore making them convenient subjects for plague antidote research. Cinder, the main protagonist, believes herself to be an Earthen Cyborg. In her house she is verbally abused by her stepmother Adri and her daughter Pearl. She is a reputed mechanic, but those who know about her cyborg-ness tend to keep away from her. Snarls and derogatory remarks are thrown her way frequently. After her step sister Peony (who is her only human friend) catches the deadly plague, Adri believes it to be Cinder's fault, and signs her up as a research subject. Adri would be given monetary compensation in return and in fact is blatant about her hatred of Cinder, "Believe me, Cinder. You are a sacrifice I will never regret" ([3] Cinder 67)

Cinder hides her cyborg identity from those who don't know about it, because being loathed by a small number of people is already worse. Interactions with Adri, Pearl, and the baker has affected her emotionally. She seems to have internalize all the negativity hurled at her by these people. She has started looking at herself the way society looks at her, as a freak, a robot, a threat, a misfit. Instead of being thankful for her cyborg parts that have given her a second chance at living, and enabled her to work more efficiently as compared to others, she despises that she has been altered. This self-hatred continues till the time she keeps looking at herself the way her society does.

In Dr Erland's lab, where she is forcefully sent as a test subject, Dr Erland is quite impressed with Cinder. "As you have no doubt noticed, you are quite the exemplary model of modern science, young lady" says Dr Erland (Cinder 82). Yet she fails to acknowledge her abilities, and how gifted she is, but thinks of herself as "A girl full of wires" (Cinder 82).

Later in the novel, after various tests Dr Erland tells Cinder that she is immune to the Letumosis plague, because she is a Lunar, and a chip had been instilled in her spine to repress her Lunar gift. Cinder refuses to accept herself as a Lunar because they were considered even more despicable by the Earthens. "Lunars were a society that had evolved from an Earthen moon colony century ago, but they weren't human anymore. People said Lunar could alter a person's brain-make. You see things you shouldn't see, feel things you shouldn't feel, do things you didn't want to do. Their unnatural power made them a greedy and violent race, and Queen Levana was the worst of all of them." (Cinder 43). Cinder is not only a cyborg, but also the lost Lunar princess who is the true heir to Luna's throne. Levana doesn't let this information out because Cinder is a threat to her.

In the end of the novel, at the royal ball, Cinder shows up to inform Kai Levana's real plan, that is to marry him, and then kill him, so she could enslave Earth. Levana demands Cinder to be arrested as a Lunar fugitive. All across the galaxies, Cinder's identity as a cyborg lunar fugitive is declared, and she is imprisoned. In the prison, Dr Erland comes to visit and reveals to her that she is the lost princess Selene, and gives her a new prosthetic foot and arm, and tells her to escape her prison before Levana kills her. Cinder escapes the prison with the help of her new prostheses and by manipulating bioelectricity that is her Lunar gift. What she deemed as flaws and attributes seen by others as intrinsically malicious in the end helped her in defending the good. Later, as the series progresses, Cinder gradually accepts pieces of herself that were despised by the society. When the whole world turns its back on her, she realizes that she has no option but to turn to herself. This journey to defeat Levana also becomes a journey towards finding her true self.

Cinder struggles with identity crisis throughout the series. She fails to fit into any of the categories she is labelled. Though like other Lunars, Cinder can manipulate bioelectricity, Lunars are predominantly perceived to be a violent, greedy race and she cannot identify with these notions associated with the Lunars, because she believes herself to be morally good. She slowly comes to accept all of her identities, and understands that more than the labels given to people, it's their moral choices that defines them. We see this acceptance in the last book where Cinder and her friends have defeated Levana. During her coronation, she does not wear gloves to cover her prosthetic arm and has started to appreciate how resourceful it has made her. She uses her techno-hypnotic ability to manipulate bioelectricity for the betterment of the society, and is not misusing her power like other Lunars. She comes to terms with all aspects of her identities and realizes that to embrace yourself fully is better for you as well as the society. Of all her identities, her relationship with her moral ideals remain the most dominant. Multiple times in the books, we see Cinder striving towards the betterment of the society, even though society fails to provide any sort of solace to Cinder. She chooses to sacrifice herself instead of others, and always puts the needs of others before hers, gives to those who she knows will never be able to give her back. Her choice to practically implement her moral ideals define her as a good person. By the end of the series, Cinder has successfully solved her internal as well as external conflicts. From a character who struggled with her very own existence, we see her transform into a wholesome personality, and she becomes even more committed to her virtues than before, that were always present in all of her identities.

While the author sticks to the similar story lines like that in the original fairy tales, she deconstructs the stereotypical notions set by these canons, and allows the diverse, as well as the feminist voices of her characters, female as well as male to be heard. We all have been glamourised by Cinderella's enchanting tale. As we re-read Cinderella again, we can't help but point out some of its flaws. We have listed here how Cinder and Cinderella are different from each other. Fate is cruel to both of them. They both have to follow the commands of their stepmothers and are treated harshly. Cinderella never verbally stands up for herself. With a resigned sigh, she accepts what is thrown her way and does not actively participate in her life to make things better. She is always saved by her friends or some supernatural force like the Fairy Godmother. The Fairy godmother is the crucial ploy for Cinderella's escape and freedom. Cinder on the other hand, tries to reason with her stepmother when she is being irrational. When Cinder is verbally abused, she stands up for herself. Even when she is overpowered by Adri, the Law, the world in general, she does her best to remind everyone that she is just like them, therefore must be treated equally. Unlike Cinderella, Cinder is slowly working to escape her stepmother. She hopes for freedom, and practically works for it. In Cinderella, we see her as a house maid, other than that we don't know any special abilities or talents she possesses. Cinder, we know is a full-time mechanic, and a very successful one at that. Her profession gives her personality gravitas, especially when her job is so stereotypically considered to be male. In Cinderella, the glass slippers inspiration was taken from the ancient Chinese foot binding tradition, where women bound their feet tightly, because tiny feet were sexually appealing to men. This, foot binding process was not only painful, but after undergoing it, they faced a lifelong difficulty in walking. Cinderella's glass slippers are dainty, and does fit to any other girl in their town, according to societal standards, this makes Cinderella the epitome of feminine beauty. Cinder, from the Lunar Chronicles is not beautiful like Cinderella, the author does not focus much on her appearance, but her various identities. Cinder, is a scientifically enhanced being, after her accident, all the parts of herself she had lost were replaced with artificial ones. Here, the

glass slippers are replaced with her prosthesis which are not appealing, and does not fit the standards of beauty created by the society. Cinder is taunted for having an ugly metal foot and arm. The author emphasizes on the resourcefulness of Cinder's prosthesis, and not on their appearance. Cinderella has on only one goal in life that is to marry a handsome man, who'll turn her sorrows into joy. Cinderella, falls in love with Charming, not knowing that he is the prince, has no idea about his personality, not even his name, and after she returns home, she claims to be in love with him, because he is handsome. The same goes for the prince. But he finds her out, and marries her just because she is the prettiest maiden there. This does not set a good example, especially for the little children who tend to internalize quickly whatever they are exposed to. In Cinder, Emperor Kai falls in love with Cinder, not because of her appearance, but because of her abilities, her differences and her goodness. Cinder's love too comes from a deep understanding of Prince Kai. In Cinderella, the prince saves Cinderella. In Cinder, these roles are reversed. Cinder not only saves Kai, but also his Planet (Earth) from Levana's evil rule.

The Technological Autocrat – Queen Levana

Queen Levana is the descendant of the first true Lunar, Cyprus Blackburn, whose DNA was damaged by exposure to cosmic rays (on the moon). This DNA damage later became what was known as the Lunar gene. Because of this gene or damage, he was able to manipulate bioelectricity, he tricked people's minds into making them elect him as the first Lunar King, and replaced the Government with monarchy. Due to his notorious promiscuity he had a lot of illegitimate children, and due to Luna's miniscule population this gene spread quickly and the Lunars became a dominant race.

Bioelectric manipulation is also described as "glamouring". "The glamour was a biological construct. Using a person's natural bioelectricity to create tiny electricity pulses in the brain, to change what they saw and thought and felt and did." (Winter 437). We see that the people in living on the Moon are scientifically more advanced than any other race in the universe. This gift of scientifically manipulating people to alter their perception is used by them in order to exert their power on others and gratify their desires. Queen Levana is known as the worst Lunar ever, for she deceived everyone with her Lunar abilities. "They said she'd murdered her older sister, Queen Channary, so she could take the throne from her. They said she'd had her own husband killed so she could make a more advantageous match. They said she had forced her stepdaughter to mutilate her own face because, at the age of thirteen, she had become more beautiful than the jealous queen could stand."

She purposely spread the Letumosis virus (the plague) on Earth, and made a cure for it using the blood of the Lunar Shell children so she could make Earth depend on Luna and the finally enslave it.

In Cinder we see a complexity in the multifaceted nature of her identities and the way she negotiates the digitalized universe she lives in. There is a sharp contrast with Queen Levana that is a deliberate part of the narrative strategy to reference multiple ways of negotiating digitalization.

We observe that Levana is scientifically more gifted than anyone in their universe. She is using science and technology to influence people all across the galaxies. By controlling minds of the people everywhere, she has tricked them into believing that she is the most beautiful woman in the whole universe. But in reality she is the opposite of what she represents herself to be, and in the world they are living in, it is difficult to distinguish representation from reality. When Levana's glamour falls, and people are able to see her true self, she is horrified. "Beneath the glamour, her face was disfigured from ridges, and scars. They were scars created from burns. "Turn it off! Turn it off!" Levana shrieked. "Don't look! Stop looking! I'll have your eyes ripped out, every one of you !" ([4]Winter 692). But in the end, the good prevails, and Levana is defeated.

CONCLUSION

The qualitative analysis of the shades of Cinder and Levana has relevance for young adult literature readers, adolescents in particular. It helps to challenge the reinforcement of limiting notions of femininity that work to acculturate girls into passive roles under femininity. By exploring the identity issue in a complex technological universe, the series helps to foreground the ways in which we can negotiate the digital society we live in. And it provides a perspective on our constructs and categories and point towards ways of coping with diversity and inclusion. Burke's identity theory emphasizes that the self is not fixed, predefined, separate but in the making. In *The Lunar Chronicles* it is seen that it is not just a question of self-realization but of attempting to make meanings in a technoculture, a digitalized society. Finally, one can conclude that they both are equally gifted, and they both are walking miracles of scientific advancement. Cinder, who is committed to her moral values, uses her gifts for the betterment of

the society, and Levana who is more committed to gratifying her vain desires, not caring that she is damaging herself as well others around her. It was observed that their relationship with their moral ideals and their reaction to digitalization impacts the society at large. It is not digitalization or science that defines their character, but their relationship with their moral identities propels them to use technology in certain ways, and it's their conscious choices that defines their identity (or identities), otherwise technology is just a tool that can be used for spreading corruption or for the betterment of the society.

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Instating Video Games into the Legacy of Art and Literature

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Abstract: As art and literature evolve with the onset of digitalization, video games are the avant-garde amalgamation of the two. Since the 1970's, video games have continually evolved from Pong arcade games to full-blown productions comprising photorealistic visuals, extensive storylines, graphics and effective sound design. Having managed to create a realm of its own and a \$100 billion global industry, digital games struggle against the collective opinion of heavy commercialization and are met with reluctance from traditional artists and art enthusiasts. The nullification of video games as contributors to art and literature is perpetuated by sensationalism and morality. This paper strives to undo the tangles of a long-drawn controversy and its reductive conclusion that a video game is merely entertainment for young consumers. The purview of video games is assessed through cultural studies, where traditional art and literature play a hegemonic role with video games being the subordinate.

Keywords Video games, narratives, art, literature, digitalization.

INTRODUCTION

Over the past few decades, video games have evolved on a grandiose scale and no longer cater to the same demographic. They transitioned from online brawls to a portal of realms that are informative, educational and rich in lore. *Assassin's Creed* takes its players to ancient Egypt and while they engage in challenging battles, the game imparts a historical event- the assassination of Caesar, in the form of edutainment. Video games provide players with answers to questions they never asked. Despite their passage, video games are still set back in the contemporary world due to trivial stereotypes and misinformed psychological effects. Art is that which evokes emotion in the perceiver and literature is a written form of human expression. Thus, when looked at objectively through a crude lens of quantitative and cultural studies, video games can be looked at as an amalgamation of art and literature in modern times.

LITERATURE REVIEW

Janet Murray writes "narrative beauty is independent of medium". Furthermore, Cindy Poremba's ENGL 398D Videogame incorporated Literature course allowed for students to focus on the interpretation of texts (modern novels, poetry and interactive fiction play an important, yet minor role) and the application of theoretical concepts. After playing easily accessible games, their study dug into a mix of character arcs, setting and narrative across various forms of literature. R.A. Montgomery, a former high school teacher saw the educational value in game structure: "Experiential learning is the most powerful way for kids, or for anyone, to learn something." Jonathon Ostenson, an English teacher remarks "but I want to suggest a unique reason for bringing video games into the English classroom: There's a place for a purposeful study of video games in today's English classroom because they represent some of the most important storytelling in the 21st century."

Such is the requirement for compelling storylines, that the role of the narrative designer was created by Stephen Dinehart, an industry leading game maker and writer. As an offshoot of the game writer, a narrative designer is responsible for the subplots and their execution in game development. Coursera offers a course that, through the study of historical and contemporary games, assess story styles, identifies the three-act structure and aids learners in creating a game concept of their own.

Roland Barthes, a French literary theorist introduced the terms *lisible* (readerly) and *scriptible* (writerly) to distinguish between literary texts. If video games had to be looked at from a literary context, placing them under writerly fiction wouldn't be a fallacy.

"Some writing is what you call 'writerly', you fill in the gaps and participate, and some is 'readerly', and you're entertained. We tend to see 'readerly' more in genre fiction like adventure, romance and thrillers, where the author dictates your experience as a reader. Literary [writerly] fiction lets you go into a new environment and you have to find your own way," said psychologist David Comer Kidd.

STUDY OBJECTIVES

Art and literature continue to thrive in conducive spaces such as healthcare and educational institutions. The seepage of video games into the aforementioned areas, consumer preferences and a shift in focus on the part of game developers together point towards a glaring aftermath: the impact of digitalization on society. From their inclusion in formal literature courses to the introduction of specializations in Game Narratives, the researcher seeks to place video games in the legacy of art and literature.

MATERIALS AND METHOD

Existing social institutions are currently grappling with the onset of digitalization but the study of art and literature is resignedly renewing itself. Thus, first-hand account of English teachers, existing literary theories and art movements, field discussions with gamers and literature enthusiasts, method learning through gaming, articles written by industry experts and other qualitative research has been undertaken.

Cultural Studies revolves around the representation of the social construct and meaningfulness of the world. Ludology, the disciplined form of cultural studies, allows us to study video games not just as a whole but also provides us the power to break it down into sub sections (language, plot, visuals, and themes) and dissect each section under a microscope. This microscopic study further helps us understand why video games should be considered a branch of art and literature. According to the theory of popular culture, in the eyes of the hegemony, video games are a replication of metaphysical poets (Marvel, Donne) who T.S. Eliot believed in. He asserted that if they were to have been included in the mainstream, they would play a determining role in the stream of British poetry. Samuel Johnson's derogatory remark upon these poets is a historical bloc exhibited by traditional art and literature towards video games. Perhaps, Eliot and Max Ernst would reason that video games have the ability to alter the course of literature and art in a time when digitalization has no qualms.

DISCUSSION

Video Games and Art

Artistic representation is upheld even in simplistic visuals of blocks falling from the top of the screen in *Tetris*- a visually stimulating, gripping game of its time. Video games have now surpassed the barrier that sets apart art and life. Today, they seem indistinguishable to films and thus to real life with the existence of techniques like Photorealism as found in *The Witcher 3: The Wild Hunt* (2015) or recently, *Far Cry 5* (2018). The introduction of the 3D printer at Massachusetts Institute of Technology and the access to a HoloLens for art students at the University of Art, Utrecht is preparing future artists to embrace digitalization.

Prior to *Donkey Kong*, the first glimpse of a story-based video game, art had already been a major chunk of video games. Contrary to popular belief, art is not a background image in video games; instead it is the forerunning factor that provides more instinctive information sans dialogue, giving it a sense of reality. In video games, art enables understanding another person's knowledge, beliefs, emotions, and intentions and using that understanding to navigate social situations as stated by the Theory of Mind. In the mythological *God of War* series, the player can be transported to a history class on Greek or Norse Mythology merely through the visuals. Art in video games is also interactive which aids in engagement even when there is a lack of dialogue or action. Abstract concepts like relationships between characters and emotions such as anger, fear, conflict, sadness is mirrored through the artistic visuals instilling the same feelings in the player which are additively heightened due to the sound.

Video games and Literature

Interactive fiction proves to be the most nurturing umbrella term for this multimedia platform, a platform which happens to focus on storylines, good or bad, ever increasingly. Are video games thus the best form of interactive fiction? Literary predecessors include R. L Stine's *Give Yourself Goosebumps*, a popular Choose Your Adventure comic and, text-based games that followed suit with a shift in medium. They provided interactivity in an even more engaging format and foreshadowed co-authorship between creator and consumer which has historically been found in

the non-fictional world of participatory media. Game narratives are more complex than hypertext fiction, deal with themes that are yet to be explored by flash poetry and provide more entertainment than generative poetry.

Dialogue plays an instrumental role in carrying the story forward while doling out essential narrative information/instructions to the player. Video games opt for pointed dialogue delivery. The power to exercise action (and various ones at that) lie primarily in the hands of the player. The dialogue thus coils into the choices made. This technique can be found in detailed film scripts. In Tim Miller's *Deadpool*, the protagonist's present motivation is rooted into the past; a past that unfolds with a sense of urgency and can often overwhelm the audience. The goal is to get them up to date with the essential details before the live action. Video games in this context are found to be still waters that run deep with added mystery and gripping multi-layered conversation. While dialogue plays a smaller role than the entirety of the narrative, what several poorly written games focus on is instructional dialogue as opposed to the storyline. Akin to the stream of consciousness, *Bioshock Infinite*, engages with the protagonist's inner monologue through dialogue and sudden exclamations in short, yet telling sentences that builds familiarity with Booker DeWitt who is not merely a puppet in the hands of the designer and gamer but a person in his entirety. Responsive dialogue options presented for Max Caulfield in *Life is Strange* enables the characterization as someone with clarity and practicality, a young girl mature for her age.

ANALYSIS

With the advancements in virtual reality and the creation of products like the HoloLens headset, art is moving forward from two-dimensional graphics in video games to three dimensional holographic images which you can see, hear and interact with. In a way, art is transitioning from an abstract idea to a parcel of reality.

According to Super Data, *Red Dead Redemption 2* (2018), an RPG game was the top grossing game on a console this year, a clear proof to reinstate the preference of players for video games with complex narratives. The storyline possesses a domino like effect. In linear narratives, there is a single domino line but in non-linear narratives and open worlds there are several domino lines. To write each action and consequent reaction well is a challenge in itself. A good way to rummage through bad and good game narratives is through player preferences and not game development itself. As the development side has more than just a narrative to focus on, a gamer's objective in the most reductive terms, is either pure entertaining PVPs that have less compelling to almost non-existent narratives or a rich lore.

Video games aid in cognitive and emotional functions to such an extent, that where one finds sympathy for *Hamlet* while reading, the other empathises with Ethan Mars, *Heavy Rain*'s central playable protagonist. "And because games are re-playable they implicitly pose the question 'how could this turn out differently'", expresses Janet Murray in *The Next Evolution of Storytelling*. The incompleteness that exists in video games begs for collaboration. In cinematography jargon, game narratives are perpetual closed frames because information is not restricted to the developer. Instead, interpretation sharing occurs between the screen and the face blinking at it.

FINDINGS

Art goes beyond colours and visuals in video games by making several social, cultural and political remarks which art movements like Social Realism and the Harlem Renaissance among other movements have been doing for decades. Interactive art can be traced back to the Dada art movement and works like Marcel Duchamp's *Rotary Glass Plates*, John Cage's *Happenings* and the Max Ernst's works where people's participation is necessary for the art to be complete. The Louvre or the Smithsonian exist with the purpose of exhibiting art and although initially a few video games were exhibited at the Museum of Modern Art, New York; there are museums like Huis Ten Bosch Game Museum, Japan or The National Videogame Arcade, UK which are solely meant for video games. Was it not for the artistic value of video games, these museums would not exist?

Throwing light on the reality of life and social issues, art plays with the subconscious mind by projecting minute but important details. The accurate representation of society in video games is done subtly but on a sublime level. In *Life is Strange*, high school stereotypes are addressed through clothing and dialogue. Gun violence acts as the crux of the game narrative. Contrary to Hollywood movies where Black or Indian protagonists are rarely seen, video games have adequate marginal representation. Based in India with two women protagonists; one being a black South African Nadine Ross, *Uncharted: The Lost Legacy* (2017) created a lot of chatter. Video games also make space for LGBTQ+ representation and with AAA games like *The Last of Us: Left Behind* and *Life is Strange* where characters explore their sexualities, the LGBTQ+ community gets its much-needed representation which remains amiss in traditional media.

The conceptualization of interactive fiction is reflected in the works of James Joyce, whose life began at the cusp of modernism. Modernism, resultant of the war, industrialization and urbanization created a conducive space for

symbolism, surrealism and futurism. Digitalization and its rampant seepage into most social constructs thus allow for popular modernist Ezra Pound's maxim "make it new" where, art now imitates life in the form of virtual reality. Joyce and symbolist Stephane Mallarme would have installed *Zombies*, *Run!* and instated kinetic poetry, text - based games, and RPG's into their rightful place.

Unsurprisingly, several innovative English high school teachers have independently welcomed video games into their classrooms. The question has seized to be whether video game narratives hold value enough to be permitted in formal educational spaces; instead, the medium has reduced in importance allowing students to critically approach media and acknowledge that a learning opportunity exists in every art form. Yet, what adds to the ostracising of this Avant- garde take on storytelling is misinformation. The first two Google suggestions for "video games and..." are "video games and violence" and "video games and crime". Several psychological studies undertaken to prove this socially inseparable distinction between video games and aggression have ignored external factors. Contrastingly, research has found the cognitive benefits of engaging in game play. Long term positive effects of video games on basic mental processes (attention, perception, memory, and decision-making) in no way grants video games a place in the artistic and literary world. However, what it does do is accurately respond to sensational arguments.

Identifying Risk Increasing Strength (IRIS) HKU's Innovation Studio, University Medical Center Utrecht (UMCU) and Tilburg University (UvT) have created *Moodbot*, a mobile game-based preventive intervention for adolescents who are vulnerable to mood disorders. Colour therapy, dance therapy, bibliotherapy are often used to cope with mental health issues and researchers using video games for the same purposes deflates the popular notion that video games propagate aggression.

RESULT

What differentiates the enriching experiences of reading and gaming can be found in the reporting of a reader and a gamer. Where readers will perhaps state "Katniss chose Peeta over Gale in *The Hunger Games*", gamers will announce, "*Heavy Rain* begins with a heart-warming family scene after which I lose my son in a crowded area". This paper has titled this very immersive engagement as the I- factor. The I-factor pushes interactive fiction several notches up, and bestows a co-author status to a player. It gives room for multiple perspectives and enhances self- reflection based upon choices (the Honour bar in *Red Dead Redemption*). "Tragedy," says Aristotle, "is an imitation [*mimēsis*] of an action that is serious, complete, and of a certain magnitude...through pity and fear affecting the proper purgation [catharsis] of these emotions." Video games push players towards catharsis, and could induce foreign feelings and experiences as found in the idea of infinite realities played out in *Bioshock Infinite*. With a complex narrative and a heart-breaking end, Booker Dewitt realises his enemy Zachary Comstock is just him in an alternate reality. Booker has to kill himself in order to destroy evil. Consequently, the game closes with Booker's daughter Elizabeth disappearing leaving gamers in a contemplative state.

CONCLUSION

Ekphrasis is a rhetorical device used to enhance a visual piece through descriptive writing. Much like several movements in history, artistic visuals precede the ever-compelling craft of storytelling. Video games are a confluence of an existing concept such as ekphrasis and digitalization. The reluctance, however, remains unsurprising in the world of humanities. The unfamiliar fails to fit the Status Quo Heuristics. If the penultimate goal is to expand and eventually do away with the definitions of art and literature, instating video games into the legacy will be a step toward the irrefutable furthering of digitalization.

RECOMMENDATIONS

Video games unintentionally imitate traditional art and literature and have perhaps surpassed the hegemony due to its multimedia status and digitalization. The classics uphold a legacy and remain incomparable to the current forms of digital art and literature mainly because of the shift in time and technological advancements. The fallacy of Matthew Arnold's Touchstone method reoccurs in the domain of digital art and literature and its ancestry. However, the question of comparison fails to arise in a space of hot debate (definitively, what is art?). The concept of Ekphrasis, and the intermingling of form as found in Paul Goodwin's play *Lucrece* based on William Shakespeare's poem, *The Rape of Lucrece* penned in the late 16th century is testament to the fact that the constriction of art and literature to a box and the comparison of new forms to the classics restricts the purview and in turn deflates the whole purpose of expression and evocation.

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Instagram Use, Narcissism, and Perfectionistic Self-Presentation as Predictors of Life Satisfaction among Emerging Adults in India

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Abstract: *The youth today can only be described as true digital natives, being born into or raised in a world where computers and the Internet was already present. The direct and complete exposure of these cohorts to social media renders them unique in various ways, but also makes them susceptible to its adverse consequences. The current study aimed to examine the role of Instagram addiction, narcissism, and perfectionistic self-presentation in predicting life satisfaction in a purposive sample of 184 undergraduate and postgraduate students recruited from various metros across India. The Instagram Addiction Test (D'Souza, Samyukta, & Bivera, 2018), Perfectionistic Self-presentation Scale (Hewitt et al., 2008), Narcissistic Personality Inventory-16 (Ames, Rose, & Anderson, 2005), and Satisfaction with Life Scale (Diener et al., 1985) were used in the current study. The collected data was subjected to appropriate statistical analysis. The results are expected to shed light on the intensity and prevalence of Instagram usage, which reinforces the various ways in which Social Networking Sites (SNS) generally alter the perception of self, others, and reality, often to the detriment of these emerging adults. The real implications of the current study lie in the role of these behaviors and altered expectations that have been known to affect mental health in this stage of the lifespan – a stage crucial for identity consolidation and later life adjustment.*

Key Words: *Instagram use, digital natives, Generation Z, narcissism, self-presentation on social media, emerging adults, life satisfaction, adolescent mental health.*

INTRODUCTION

Technological change has been one of the pivotal forces for the emergence of the modern life, but its effects are most accelerated and pronounced in the times we live in. The Internet, which has existed for the last two decades, and the smartphone, which came into being only ten years ago, have radically changed the way human beings live, work, and socialize (Naughton, 2016). It is important to examine the possibility that the changes brought about by technology – smartphones – for instance – are often altering aspects of our lives without us noticing them and that these consequences are probably experienced firsthand by the millennials and post-millennials (Thompson & Thompson, 2017).

Millennials and post-millennials refer to the demographic cohorts born between 1981 - 2003, and 2003-Present, respectively (Troksa, 2016). While millennials have lived in a time when there was no Internet, the post-millennials or the Generation Z youth are unique in the fact that they are the first ever generation to be born and raised wholly in the Internet age (Singh & Dangmei, 2016). Various positive attributes, such as leadership (Chou, 2012), competitiveness (Bencsik, Horváth-Csikós, & Juhász, 2016), and social acumen and activism (Mairers, 2017) are associated to growing up in these cohorts. However, there are growing concerns over these generations reflecting greater tendencies of psychological entitlement (Credo, Lanier, Matherne, & Cox, 2016), narcissism (Moon, Lee, Lee, Choi, & Shung, 2016), and depression (Reisbig, Danielson, Wu et.al, 2012). Twenge, in her book titled “The Narcissism Epidemic” demystifies narcissism and relates it to various occupational, educational, and relational challenges (Twenge & Campbell, 2009).

Perfectionism is another tendency associated with millennials (Al-Kandari, Al-Sumait & Hunaiyyan, 2017). Curran and Hill (2017) conducted a meta-analysis on data from 1989 to 2016 to reveal a consistent upward trend in

perfectionism. While perfectionism is sometimes construed to be desirable trait, if taken to an extreme, it can be problematic. It manifests as being unduly hard on oneself and others, along with reflecting a general inflexibility in managing life's demands (Afshar, Roohafza, Sadeghi et.al, 2011). This need for perfection is most noticeable on profiles of youngsters on various social networking sites (SNS) like Facebook and Instagram (Perloff, 2014).

Facebook and Instagram are the most popular contemporary social media platforms used by the youth today. Instagram, in its literal sense, means an 'instant picture' and true to its name, this application allows users to create profiles and share pictures and one-minute videos with their followers (Alhabash & Ma, 2017). One of the key differences between Facebook and Instagram is the ease with which users can edit and share their content with their followers. Experts predict that with the fast-growing pace of Instagram users, the number of Instagram users will outdo those of Facebook by 2020 (Shah, 2018).

The pressure to cataloguing one's life in terms of appealing images and sought-after experiences with the right content to complement it is the core of the user experience on social media today (Smith & Sanderson, 2015). The obsessive nature of this trend underscores two concerns: one, that there is an unrealistic skew in the expectations of this generation that all experiences in life must be superlative and perfect (Borroni, Bortolla, Lombardi, Somma, Maffei & Fossati, 2016). The second, and more concerning thought is that youngsters are constantly editing or improving real experiences into something more desirable or appealing, thereby creating a gap between the real and the ideal versions of their lives (Hellmann, 2016). Such a gap, especially in the context of mental health, is linked to lack of authenticity and congruity which are essential for mental health and overall life satisfaction.

World Health Organisation (WHO) makes a clear demarcation with regards to age groups when it comes to 'adolescence' (10-19 years) and 'youth' (19-24 years). However, the term 'young people' is given to those ranging from 10-24 years and this population accounts for 373 million (30.9%) of the 1,210 million of India's population (Singh & Gopalkrishnan, 2014). The importance of this age group lies in its pressures and risk for mental health issues. Such issues result from an interactionist effect of cultural, social, economic and biological factors and being a country where every third individual comes in this category, adjustment of the youth is an important area for research. A preliminary study on the youth of Himachal Pradesh indicated prevalence of a range of mental health conditions like depression (6.9%), anxiety (15.5%), tobacco use (7.6%), alcohol use (7.2%), suicidal ideation (5.5%) (National Institute of Mental Health and Neuro Sciences, 2015-2016). Combined with pressures from parents to excel and from society to fit in, overall life satisfaction in this demographic category is a vital concern.

In consideration of the above, the current study was designed to examine the role of narcissism, perfectionist self-presentation and Instagram addiction in predicting life satisfaction among the youth. In conducting the review of literature, the researchers came across studies of these individual variables in relation to life satisfaction. However, the same variables were not studied together in case of Instagram use in the Indian context.

AIMS AND OBJECTIVES

The study broadly aimed to understand how Instagram addiction, perfectionistic self-presentation, and narcissism affect life satisfaction in youth.

Specifically, the following objectives were kept in mind while designing the study:

- To assess the prevalence of Instagram addiction in youth
- To explore the nature and intensity of the associations between Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction in youth
- To explore if Instagram addiction, perfectionistic self-presentation, and narcissism predict life satisfaction in youth
- To examine if there is a difference in the level of Instagram addiction, perfectionistic presentation of self, narcissism, and life satisfaction based on gender.

Design

The current study used a correlational design that aimed to identify whether Instagram addiction, perfectionistic self-presentation, and narcissism affect life satisfaction among Indian youth. Instagram addiction, perfectionistic self-presentation, and narcissism are the predictor variables, while life satisfaction is the criterion variable. The current study was primarily exploratory.

Sample

The sample consisted of 184 Instagram users who were recruited using a purposive sampling technique. A command over English, being an active user of Instagram, and age between 18-24 years were the key inclusion criteria.

Participants who reported being diagnosed with severe medical and psychological problems and or having undergone a recent loss or trauma were screened out.

Tools

Test for Instagram Addiction (TIA). TIA, given by D'souza, Samyukta, and Bivera (2018), has 26 items on 5-point Likert scale ranging from "all the time" (5) to "rarely/never" (1), with scores ranging from 26-130. A high score denotes greater addiction. The reliability coefficients were found to be ranging from 0.68 to 0.86.

Perfectionistic Self Presentation Scale (PSPS). The PSPS given by Hewitt and Flett (2003) has 27 items on 7-point Likert scale with higher scores denoting higher perfectionistic self-presentation. Several studies have supported the multidimensionality, internal reliability, test-retest reliability, predictive validity, convergent validity, incremental validity, and discriminant (e.g., Hewitt et al., 2003).

Narcissistic Personality Inventory - 16 (NPI-16): The 16-item short version of the original Narcissistic Personality Inventory by Ames, Rose, and Anderson (2005). Endorsement of one of the two choices per item leads to a score of zero/one, possible range being 0-16. It has a reliability coefficient of .72, mean inter-item correlation of .13 (NPI 40 has .12). It is correlated with the NPI 40 at $r = .90$ ($p < .001$), and has test-retest reliability (5 week period; $\alpha = .69$ at Time 1 and $\alpha = .78$ at Time 2). The NPI-16 has shown meaningful predictive, discriminant, face, internal, convergent validity.

Satisfaction with Life Scale (SWLS). SWLS by Pavot and Diener (1985), is a 5-item self-report measure with a 7-point Likert type response scale (7- strongly agree to 1 - strongly disagree). This tool was designed to measure global cognitive judgments of satisfaction with one's life. The possible range of scores is from 5 to 35. Higher scores reflect greater life satisfaction. The two-month test-retest coefficient alpha was 0.87 and correlation coefficient was 0.82. It has a moderately strong correlation with other subjective well-being scales; it also has high internal consistency and high temporal reliability.

PROCEDURE

The researchers identified the variables of interest, reviewed relevant literature and obtained tools. A Google Form including the informed consent form, basic socio-demographic details, the four scales of the study, and relevant post-task questions was created and circulated using previously identified points of contact in colleges in various metro cities. The ethical considerations like informed consent, confidentiality and privacy, voluntary participation, right to withdraw, along with a brief description of potential risks and benefits of the study were clearly outlined right in the start of the survey.

ANALYSIS

The obtained data was subjected to descriptive analysis and tested for fulfillment of assumptions like normality. Inferential statistics like and independent samples 't' test and multiple regression were performed too. All analysis was undertaken using the SPSS, version 25.

RESULTS

The current study aimed to examine whether Instagram addiction, perfectionistic self-presentation, and narcissism can predict life satisfaction among Indian youth. For this purpose, a sample of 184 individuals (140 females, 40 males, and 4 others) in the range of 18-24 years was recruited.

Table 1: Descriptive statistics for Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction (N=184)

	Mean	Standard Deviation	
Instagram Addiction	58.83	18.249	
Perfectionistic Self-presentation	106.86	23.783	
Narcissism	4.60	3.111	
Life Satisfaction	21.63	6.779	

Table 1 presents the descriptive statistics for the main study variables. The reported mean scores for Instagram addiction (58.83) and narcissism (4.60) fall well within the lower half of the possible range of scores, while the average score for perfectionistic self-presentation and life satisfaction lie just above the middle range. Therefore, it may be said that the levels of Instagram addiction and narcissism are relatively low in this sample, while the same for perfectionistic self-presentation and life satisfaction are moderate.

Table 2: Correlation matrix for Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction (N=182)

	Instagram Addiction (TIA)	Perfectionistic Self-presentation (PSPS)	Narcissism (NPI)	Life Satisfaction (SWLS)
TIA	1	.363**	.334**	-.201**
PSPS		1	.292**	-.201**
NPI			1	.049
SWLS				1

**significant at the 0.01 level

Table 2 presents the correlation matrix for the variables under study. From the table, it can be noted that life satisfaction had low but highly significant inverse correlations with Instagram addiction ($r = -.201$; $p < 0.01$) and perfectionistic self-presentation ($r = -.201$; $p < 0.01$). It may also be noted that the scores for Instagram addiction had low but highly significant correlations with perfectionistic self-presentation ($r = .363$; $p < 0.01$) and narcissism ($r = .334$; $p < 0.01$); narcissism and perfectionistic self-presentation were significantly positively associated too ($r = .292$; $p < 0.01$). Therefore, the variables under study had low to moderate associations and there was no evidence of excess multicollinearity.

Table 3: Showing the model summary for the predictors of life satisfaction

R	R Square	Adjusted R Square	Std. Error of Estimate
.288 ^a	.083	.067	6.547

Table 4: Showing the significance of the regression model for predicting life satisfaction

	Sum of Squares	Df	Mean Square	F
Regression	688.137	3	229.379	5.351**
Residual	7630.456	178	42.868	
Total	8318.593	181		
a. Dependent Variable: SLWS				
b. Predictors: (Constant), NPI, PSPS, IA				

**significant at the 0.01 level

The data was satisfactorily tested for normality and multiple regression was carried out to predict life satisfaction from Instagram addiction, narcissism, and perfectionistic self-presentation using the enter method. The adjusted R value of .067 clearly indicates that 6.7% of the variance in life satisfaction in the sample is explained by this regression model. Although the model is weak, it is still highly significant ($F = 5.351$; $p < 0.01$).

Table 5: Showing the beta coefficients of the regression model for life satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	29.626	2.393		12.380	.000
Instagram Addiction	-.071	.030	-.191	-2.397*	.018

Perfectionistic self-presentation	-.051	.022	-.180	-2.293*	.023
Narcissism	.360	.169	.165	2.130*	.035

*. Significant at 0.05 level

The study aimed to identify the predictive value of Instagram addiction, narcissism, and perfectionistic self-presentation in the context of life satisfaction. It may be seen that all the standardized beta coefficients for all three predictor variables emerged to be significant with Instagram addiction ($t=2.397$; $p<0.05$) being the strongest, followed by perfectionistic self-presentation ($t=2.293$; $p<0.05$), and then, narcissism ($t=2.130$; $p<0.05$). Thus, overall the regression model for life satisfaction and the underlying predictive role of the study variables was present but weak in the current study.

Table 6: Difference in Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction based on gender

	Gender	N	Mean	Standard Deviation	Standard Error Mean
Instagram Addiction	Female	140	58.91	17.128	1.448
	Male	40	57.05	19.060	3.014
Perfectionistic Self Presentation	Female	140	106.61	23.858	2.016
	Male	40	108.40	24.166	3.821
Narcissism	Female	140	4.41	2.894	.245
	Male	40	5.08	3.445	.545
Life Satisfaction	Female	140	21.71	6.911	.584
	Male	40	21.30	6.260	.990

To examine gender differences in the study variables, an independent samples 't' test was carried out and the results are presented in Table 6. Although there were 140 females and only 40 males in the samples, Levene's homogeneity of variance was checked and found to not be significant. No significant gender differences were found across the four variables being measured.

DISCUSSION

The current study aimed to examine some commonly reported outcomes in the millennial and postmillennial youth in the West in an Indian context. The study was designed as a preliminary and exploratory effort to pursue three major objectives: to study the level of Instagram usage, to examine if gender differences exist in Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction, and to predict life satisfaction from the predictor variables mentioned above. In this section, the findings of the current study are contextualized.

The level on Instagram usage/addiction in the current study was relatively low. This is surprising considering how popular Instagram is in India and especially, among the youth (Statista India, 2018). However, addiction in terms of smartphones or digital applications is still being conceptualized and not too much is known about the prevalence and correlates of Instagram addiction (Archer, 2013). It could also be that the students participating in this survey used Instagram for the pursuit of a specific interest, business idea, thereby, not misusing the application in a reckless manner (Casaló, Flavián, & Ibáñez-Sánchez, 2017). Kircaburun and Griffiths (2018) have shown that personality variables like agreeableness, self-liking and conscientiousness were negatively associated with Instagram Addiction.

The low prevalence of Instagram addiction could also be linked to what youngsters are doing on Instagram. Young entrepreneurs may choose Instagram as their business platform. Individuals may take to Instagram to follow health, beauty, fitness, cooking and other regiments. Instagram can be applied to the education setting as well. Students that used Instagram for their writing assignments were motivated by the social media platform to write better. (Anggraeni, 2017) Another study on Instagram use shows that Instagram interaction and Instagram browsing are to lower loneliness, (Yang, 2016). In each of instances, Instagram is adding value and contributing to self-perception of the youth and thereby, it may be said that not all effects of Instagram are detrimental to youth.

The regression model for life satisfaction with Instagram addiction, perfectionistic self-presentation, and narcissism in the present study was weak but significant. This finding could be attributed to various factors. One, life satisfaction is a wide construct that could be affected by a host of factors and the current model examined only three such factors (Diener & Diener, 2009). Secondly, two of the three predictors were cognitive in nature and it is difficult to

understand how exactly narcissism and the need to present an altered self would translate into behavior (Mehdizadeh, 2010). Lastly, the use of self-report measures for all the three predictors could have elicited substantial social desirability bias (Adams, 2005).

However, this obtained finding has multiple implications for the population and context of the study. For instance, perhaps our cultural fabric and its emphasis on collectivism do offer our youth a buffer against narcissism, perfectionism, and social media pressures (Konsky, Eguichi, Blue, & Kapoor, 2000). Most of the research on these variables has emerged from the West which is essentially individualistic and favors self-love and self-promotion (Hamamura, 2011). An Australian study examined the differences across generations in the content they generated for social media platforms by understanding the roles of gratification and narcissism. Data was gathered by 596 complete interviews and the results indicated differences in content that was generated on social media as an outcome of their different narcissistic personalities (Leung, 2013). In contrast, our socio-cultural fabric prizes modesty and being able to distinguish appearance from reality and these factors, if operating in our youth, could be protective (Panda & Gupta, 2004).

It is important to note that the predictor variables were all significantly linked to life satisfaction and the model that was predetermined was also fitting the data albeit weakly. This goes to say that the underlying linkages of narcissism, perfectionism, altered self-presentation, and mental health issues associated with social media usage and this specific cohort are valid and significant but perhaps only in a small proportion of the sample in the present. This was seen in earlier findings by Kross et. al (2013) who explored the effects of Facebook Use in relation with subjective well-being in young adults. Their aim was to examine how Facebook influences an individual's momentary and sustained experience with regards to life satisfaction. The results indicated negative shifts on both these variables. The proportion would be poised to increase with greater use of social media and Smartphone in this generation - which is the likely trajectory.

Lastly, no gender differences were noted in Instagram addiction, perfectionistic self-presentation, narcissism, and life satisfaction in the current study. The lack of gender differences in these variables points to the fact that both genders are equally susceptible to the social media and its outcomes in today's societies (Weiser, 2000). The needs to present an altered better self or admire oneself excessively which were, perhaps, typically associated with women are no longer defined by gender (Haferkamp, Eimler, Papadakis, & Kruck, 2012) This finding emerged significant despite males constituting one-third the proportion of the sample as females in the current study.

CONCLUSIONS

The findings show that the prevalence of Instagram usage and addiction in youth is relatively low. Association between life satisfaction and Instagram addiction, perfectionistic self-presentation, and narcissism in the present study were weak but significant when present. Instagram addiction, perfectionistic self- presentation, and narcissism account for a low proportion of variability in life satisfaction in general youth. Finally, no gender differences were noted with regard to life satisfaction and Instagram addiction, perfectionistic self-presentation, and narcissism.

LIMITATIONS

The study made use of self- report measures which may have resulted in inaccurate data, affecting the generalizability of the obtained results. The survey was circulated via Google Forms, thereby restricting the access to those individuals who did not have access to the Internet, did not use a Smartphone, or did not have a computer/laptop.

A broader range of variables predicting life satisfaction could have been employed such as body image, Internet addiction, gratitude, etc. One of the major reasons for not getting a significant correlation between narcissism and life satisfaction could be that narcissism is especially difficult to study in self-report measures, possibly because of social desirability bias or lack of insight between healthy and unhealthy self-love.

Even though there are millions of Instagram users in India, Instagram Addiction, as a concept, is still nascent for research in India. Thus, more investigation needs to be done in this area to know about the impact of Instagram on today's youth.

IMPLICATIONS

Although it is said that Instagram is an extension of the youth's arms, they may not experience unpleasant outcomes as a direct consequence. Since the sample studied was youth in the Indian context, we could attribute low levels of narcissism and perfectionistic self-presentation, despite Instagram usage, to be on account of socialization, cultural

norms and humble upbringing that is typical of the Indian subcontinent. Furthermore, they may be aware of the ill effects of overusing social media and thus consciously monitor and curb their online activity and time spent online. Moreover, one usually views Instagram in light of light, entertainment-related activities, while its constructive applications are often disregarded. The youth of today develop networks via social media to promote causes, events, products, organizations, ideas or to act as social influencers as means of employment.

One must also be willing to consider the fact that the model is true and must be tested in different samples, younger population, women, at – risk groups. However, an unhealthy trend concerning social media is reported and can be observed in the youth of today. Awareness of the same must be generated among for students, parents, teachers, and mentors, since these individuals and groups are stakeholders when it comes to youth.

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Impact of Digitalization On Entrepreneurship With Special Reference To Indian Start-Ups

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Abstract: When entrepreneurship grows, it generates self-employment and also employment to others. In this way, the biggest hurdle against entrepreneurship development i.e. unemployment of countries can be crossed. Start-up ecosystem is being developed in countries to encourage employment. The main objective of this paper is to study how digital start-ups generate employment, to find how digital start-ups boost entrepreneurship development and to examine the present successful start-ups and the technology which is opening gates for bigger opportunities for start-ups. This paper suggests that government should increase the awareness about its scheme; an accommodating social environment should be created in the country and more youth should be encouraged to be job creators rather than job seekers.

Keywords Digitalization, Digital Start-up, Entrepreneurship, Employment, Technology.

INTRODUCTION

In today's time Digital Entrepreneurship is a global phenomenon with start-up ecosystem emerging world over. Start-ups are growing at the rate of 5x compared to 15 years ago, as per the Economic Survey 2016-2017. Start-ups are one of the major drivers of job opportunities, employment and economic growth. In recent years, the Indian start-ups ecosystem has succeeded in crafting a niche in the global market. The number of Digital Start-ups in 2016 was 3100 and is projected to increase to 11,500 by 2020. Start-ups report revealed that India is the 3rd largest base for start-ups after U.S and China. Majority of the start-ups are brainchild of successful professional who have led many MNCs and Indian Tech Companies. Some of the successful names ruling the market in India today are Amazon, Snapchat, Housing.com, RedBus, Paytm, OLA etc.

To encourage the scenario in India, Reserve Bank Of India has decided ease regulation to enable start-ups to raise foreign funds. Digital Start-ups are emerging in their own right driving economic growth, creating jobs and positively impacting the employment. It is not only changing the business landscape, but also the way we work today.

TOTAL START-UPS (1000 approximately)

TECHNOLOGY BASED START-UPS- 4,300	NON TECHNOLOGY BASED START-UPS - 5,700
<ul style="list-style-type: none"> E- Commerce- 33% B2B- 24% Consumers Internet- 12% Mobile Apps- 10% SaaS- 8% Others- 13% 	<ul style="list-style-type: none"> Engineering- 17% Construction- 13% Agri Products- 11% Textile- 8% Printing & Packaging- 8% Transport & Logistics- 6% Outsourcing & Support- 5% Others- 32%

LITERATURE REVIEW

- The Economic Times, 2017, talks about how digital start-ups are becoming the epitome of innovation and are helping to solve locally relevant issues.
- medium.com, 2017, finds India needs 100 million jobs a year; jobs today in India are mostly generated through start-ups and beyond that digitalization is playing vital role in it to start the business.
- yourstory.com, 2017, states 83% of Indian employees would quit their jobs to start their own business against 53% of the global average.
- The Economic Times, 2017, studied how in order to stimulate start-up ecosystem in India many ambitious projects have been introduced by Government to boost sustainable growth in digitalization and generate large scale employment.

OBJECTIVE OF THE STUDY

- To study the impact of digitalization and how digital start-ups can generate employment.
- To find how digitalization gives boost to start-ups.
- To examine the present successful digital start-ups.

SIGNIFICANCE OF THE STUDY

This study produced information on the technology that contributes towards start-ups. The study is particularly instrumental in understanding digital start-ups contributes towards entrepreneurship development that helps to create jobs for the youth. This study will reveal some new areas related to topic under research which may be used for further research by other research scholars and students.

STATEMENT OF THE PROBLEM

- It has been observed many digital start-ups fail.
- The researcher wishes to study digitalization that contributes toward employability.
- The researcher also wishes to study Entrepreneurship that contributes towards digital growth.

RESEARCH METHODOLOGY

Research Methodology is a way to solve the research problem systematically with sufficient literature review. Hence the title selected for the research paper is “Impact of Digitalization on Entrepreneurship: With Special Reference to Indian Start-ups”.

The various dimensions of the methodology are-

Research Design

- Type of Research : Exploratory Research Design
- Survey method : Personal, Telephonic & Online Survey
- Sampling used : Purposive Incidental Sampling
- Sample size : 66 startups
- Sources of Data : Primary as well as secondary sources.
- Primary Data Collection: Interviews through schedule and well Structured questionnaire
- Secondary Data Collection : Journals, research papers, etc.
- Data analysis Method : Frequency Distribution and Percentage Method

DATA ANALYSIS AND INTERPRETATION

Table 1 shows age wise classification

Age Wise Classification

Sr. No	Particulars	No. of Respondents	Percentage
1	20-25	32	49%
2	25-30	22	33%
3	30 & above	12	18%

Above table shows that Majority of the Start-up owners belong to age group of 20-25 years.

Table 2 shows educational qualification of respondents

Educational Qualification

Sr. No	Particulars	No. of Respondents	Percentage
1	SSC	5	8%
2	HSC	16	24%
3	Graduate	36	55%
4	Post Graduate	9	13%

Above table shows that most of the Start-up founders are Graduates.

Table 3 depicts the current stage of the business

Current Stage of Business

Sr. No	Particulars	No. of Respondents	Percentage
1	1 - 18 months	17	26%
2	18 months - 3 years	38	58%
3	3 years & above	11	16%

Above table represents that most of the start-ups belong to 18 months – 3 years.

Table 4 shows the initial capital invested in the business

Initial Capital Invested

Sr. No	Particulars	No. of Respondents	Percentage
1	Below 1 lakh	17	26%
2	1 lakh – 2 lakhs	18	27%
3	2 lakhs – 5 lakhs	14	21%
4	5 lakhs – 10 lakhs	10	15%
5	Above 10 lakhs	7	11%

Above table shows that Capital invested initially by many is between 1 lakh – 2 lakhs.

Table 5 demonstrates the sources of the funds raised

Sources of Fund

Sr. No	Particulars	No. of Respondents	Percentage
1	Government Grants/Business Loans	10	15%
2	Angel Investment/Venture Capital	13	20%
3	Friends and families	36	55%
4	Others	7	10%

Above table shows that there are various sources available for generating capital.

Table 6 shows the geographical areas of the business coverage

Geographical Area of Business Coverage

Sr. No	Particulars	No. of Respondent	Percentage
1	Within their city	33	50%
2	Within their State	7	11%
3	Within their Country	18	27%
4	Outside the Country	8	12%

Above table shows that the start-ups operates business both within their city and within their country.

Table 7 demonstrates the opportunity technology gave business to start-up business

Opportunity that technology gave business to start-up business

Sr. No	Particulars	No. of Respondents	Percentage
1	Enhance communication	26	39%
2	Analysis competitors	10	15%
3	Fill the skill gaps	12	18%
4	Read about others experience	18	28%
5	Reading about regulations	0	0%
6	Making online survey	0	0%
7	Others	0	0%

Above table shows that due to enhanced communication there are opportunity that technology gave business to start-up business.

Table 8 depicts the opportunities technology brings to support enhancement of knowledge

Opportunities that technology brings to support enhancement of knowledge

Sr. No	Particulars	No. of Respondents	Percentage
1	Continuous improvement/development of the process, products and services	6	9%
2	Bringing new creativity and techniques	12	18%
3	Creative ideas and innovation	17	26%
4	Increasing core competencies and skills of the team	11	17%
5	Creating new knowledge	10	15%
6	Continuous Improvement of all the team and everywhere	10	15%
7	Others	0	0%

Above table shows that creative ideas and innovation helps the technology to bring the support for enhancement of knowledge.

Table 9 shows the opportunities technology supports the business in mature phase

Opportunities that technology supports the business in mature phase

Sr. No	Particulars	No. of Respondents	Percentage
1	High value to sell the business	2	3%
2	Easy transfer or sell the business	4	6%
3	Easy communication and handover	9	14%
4	Providing innovation to work on another opportunity	14	21%
5	Continue with the same business with enhanced idea	22	33%
6	Use technology to continue grow the business by opening new horizons of strategy	15	23%

Above table shows that continue with the same business with enhanced idea will bring the opportunity that technology supports the business in mature phase.

Table 10 shows business growth strategy over next five years

Business growth strategy over next Five years

Sr. No	Particulars	No. of Respondents	Percentage
1	To maintain your business at its current size, mainly to provide income for your family and your employees	33	50%
2	To grow your business at a steady rate to provide increasing opportunities for your employees and the community	0	0%
3	To grow your business into a large enterprise that may someday be sold or go in public	5	8%
4	To prepare to sell the business or close	0	0%
5	To pass on your business to your children	28	42%
6	Others	0	0%

Above table shows that to maintain business current size is the strategy for next five years.

Table 11 shows the level of digitalization (using technology)

Level of Digitalization (Using Technology)

Sr. No	Particulars	No. of Respondents	Percentage
1	Mild(Low): Less than 35% of work is digital	0	0%
2	Moderate: More than 36% of work is digital	28	42%
3	High: More than 70% of work is digital	38	58%
4	Extreme: More than 95% of work is digital	0	0%

Above table shows that 58 % of the respondents were said that they use 70% of the technology in their work.

Table 12 demonstrates the importance of information technology to create and improve the business

Importance of Information technology to create and improve the business

Sr. No	Particulars	No. of Respondents	Percentage
1	Very Important	39	59%
2	Important	20	30%
3	Neutral	7	11%
4	Not Important	0	0%

Above table shows that Information Technology is very important to create and improve business.

Table 13 shows the possibility of improvement of business without using technology

Can you operate and continue improving your business without using technology?

Sr. No	Particulars	No. of Respondents	Percentage
1	Yes	5	8%
2	No	61	92%

Above table shows that 92% of the respondents cannot operate and continue improving their business without using technology.

Table 14 shows suitability of statement to keep the business up to date with technology

Most suitable statement about keeping up to date with technology to your business

Sr. No	Particulars	No. of Respondents	Percentage
1	I am aware of new technology and e-facilities and I am up to date in using them	53	80%
2	I am aware to new technology and e-facilities but I am not using them	10	15%
3	I am not aware of new technology and e-facilities and not interested to get them	3	5%
4	I am Facing the difficulty of getting aware of new updates	0	0%

Above table shows that 83% of the respondents are aware of new technology and e-facilities and up to date in using them easily.

Table 15 shows the revenue of the last financial year

Revenue of last financial year

Sr. No	Particulars	No. of Respondents	Percentage
1	Below 1 Lakh (INR)	0	0%
2	1 Lakh – 2 Lakhs (INR)	2	3%
3	2 Lakhs – 5 Lakhs (INR)	13	20%
4	5 Lakhs – 10 Lakhs (INR)	45	68%
5	Above 10 Lakhs (INR)	6	9%

Above table shows that 68% revenue of the respondents of last financial year was between 5 lakhs (INR) – 10 lakhs (INR).

Table 16 depicts the revenue predictions for the current financial year

Revenue predictions for current financial year

Sr. No	Particulars	No. of Respondents	Percentage
1	Higher	36	55%
2	Lower	7	10%
3	Almost the same	23	35%

Above table shows that majority of the respondents predictions about revenue for current financial year were higher.

Table 17 demonstrates the employment prediction for the next financial year

Employment Prediction for Next Financial Year

Sr. No	Particulars	No. of Respondents	Percentage
1	0-5	10	15%
2	5-10	25	38%
3	10-15	15	23%
4	More than 15	16	24%

Above table shows that Employment prediction is on higher side next year.

Table 18 shows various government schemes for start-ups

Government scheme helps to benefit Start-ups

Sr. No	Particulars	No. of Respondents	Percentage
1	Yes	62	94%
2	No	4	6%

Above table shows that 94% of the respondents said that government scheme helps to benefit start-ups in India.

Table 19 shows the social support in India for digital start-ups

Social Environment in India supports Digital Start-ups?

Sr. No	Particulars	No. of Respondents	Percentage
1	Yes	58	88%
2	No	8	12%

Above table shows that majority of the respondents find that Social Environment in India supports Digital Start-ups.

Table 20 shows start-up India – the next big theme for economic growth

START-UP INDIA – THE NEXT BIG THEME FOR ECONOMIC GROWTH

	2015	2025
Total No. of start-ups	• 10,000	• 1,00,000
Employment generation (in '000)	• n/a	• 35
Expected Contribution (in US \$ billions)	• n/a	• 500
Global Start-up Raking	• 3 rd	• Aims to be 1 st
Driving Factors	<ul style="list-style-type: none"> • Emerging economy • Young population 	<ul style="list-style-type: none"> • Increasing internet usage and domestic consumption • Urbanisation
Challenges	<ul style="list-style-type: none"> • Lack of early stage funding • Unorganised Markets 	<ul style="list-style-type: none"> • Technological Risk • Increased Competition
Government Initiative	<ul style="list-style-type: none"> • Online clearance portal • Tax benefits 	<ul style="list-style-type: none"> • Increase fund raising • Increasing awareness of the schemes

Source: *Grantthornton.in*

According to the Grant Thornton report, we can expect that India to be 1st in the global Start-up Ranking.

FINDINGS

- Digital Start-up would help to generate employment in future.
- Digital Start-ups would boost Entrepreneurship development in the country.
- Successful digital start-ups help to build a road for economic growth through employment generation.

CONCLUSION

The analysis shows that Digital Start- ups benefits the entrepreneurship development and economic growth by increasing employment opportunities, bringing additional capital in the country. It is very essential for governments to encourage digital start-ups ecosystems in their countries. Developing countries like India who has an advantage of their demographic structure, along with their government schemes are looking forward to create itself as the start-ups hub.

SUGGESTIONS

- The government should bring more awareness to schemes related to digital start-ups.
- A conducive social environment should be created where start-up ecosystem can survive.
- More youth should be encouraged to be job creators rather those job seekers.

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Usage of Social Networking Sites and its Impact on Psycho Social Health of Adolescents, Early and Middle Adulthood.

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Abstract: Social Networking Sites can be defined as 'Web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share connections and view traverse their list of connections and those made by others within the systems.' The need to seek and maintain relationship is a basic need of all Human Relations. Social Networking Sites play an important role in the 21st century. The aim of the study was to find the impact of Social Networking Sites on the Psycho Social health of adolescent, early and middle adulthood. Psycho social health encompasses the psychological, social, emotional dimensions of what it means to be healthy. There were 150 participants in the study, out of which 50 were adolescents, 50 were early adulthood and 50 were middle adulthood. The study was conducted in Mumbai, Maharashtra. Statistical measures which were mean and ANOVA were used for statistical analysis. The p-value of the psycho social impact of Social Networking Sites of the age group 13-22 years was 0.038 which is significant. The p-value of psycho social impact of Social Networking Sites of the age group 23-45 years was 0.412 which is non-significant. The p-value of Psycho social impact of Social Networking sites is 0.847 which is non-significant. Hence, the impact of Social Networking Sites on Psycho Social Health of adolescents was found to be more as compared to Early and Middle adults.

Keywords Social Networking Sites, Psycho Social Health, Social Health. Psychological Health , Adolescent, Early Adults, Middle adults.

INTRODUCTION

According to Boyd and Ellison 2007, Social Networking Services can be defined as- Web-based services that allow individuals to-

1. Construct a public or semi-public profile within a bounded system,
2. Articulate a list of other users with whom they share a connection, and
3. View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

Social Networking Sites is progressing at an unbelievable speed in the 21st century. Social Networking Sites has no geographical boundaries and constantly helps connects people of diverse background and age, irrespective of their ideologies and form a bond with each other in an environment where they can feel limitless freedom and expression of their ideas and thought is not a problem.

Types of Social Networking Sites

Social Networking Sites have a powerful and significant role in human life. It is the source of information, entertainment and education. Role of media and Social Networking sites in the life of people can't be overlooked. It has now become an important pillar of society as well as state. Social Networking Sites is considered as the most influential tool of communication. Its duty is to promote the right thing on right time. Users access Social Networking Sites via web-based technologies on their laptops, computers, tablets and smartphones. Some of the most popular websites are Facebook, WhatsApp, Instagram, Snapchat, WeChat, Telegram, Skype which helps you manage your relationship especially with those who are unable to meet you on a daily basis. Some Social Networking Sites can be used for Personal

communication while some can be used for Professional communication (LinkedIn, Indeed, Naukari, Facebook) and others can be used for both. When Social Networking Sites started in 1995, they were introduced in the form of generalized online communities which focused on bringing people together to interact with each other through chat rooms, and share personal information and ideas around any topics from studies to music to films to current happenings. First Social Networking Sites known to people was classmates.com started in the year 1995, focusing on re-uniting with former school friends and sixdegrees.com introduced in 1997.

Advantages of Social Networking Sites

1. Most Social Networking Sites have a privacy feature with the user can make items such as profile, pictures or blog available to only their friends. This allows for privacy to be maintained for information not to be misused.
2. Social Networking Sites create good opportunities for making friends. Particularly for those who are lonely and live alone in new cities, it is a great way of connecting with a lot more of people.
3. Social Networking Sites create great opportunities for professional networking. It is a starting place for face to face meetings between professionals.
4. Social Networking Sites have agreements that explicitly say that information can be used commercially in any way.
5. Social media is allowing connections between people in a way that has never happened before.
6. Social Networking Sites allows news to spread faster, trends to gather pace.
7. Social Networking Sites helps people create and generate content at very low cost.

Disadvantage of Social Networking Sites

1. Privacy features do exist but only in a limited manner.
2. Social networking sites harm quality interpersonal connections. The most valuable connections are face to face interactions.
3. Many people create fake ids. They create a mask and claim to be a completely different person from who they are in reality.
4. Social networking sites do not allow for trusting professional relationships to be established.

Psycho Social Health

Psychosocial health encompasses the mental, emotional, social dimensions of what it means to be healthy. Psychosocially healthy people feel good about themselves, feel comfortable with other people, control tension and anxiety, able to meet the demands of life, curb hate and guilt, maintain a positive outlook, value diversity, appreciate and respect nature, enrich the lives of others. Psycho social factors appear to alter the strength of expression of another factor rather than simply causing it to be present or absent. For E.g. Basilis and Chipperfield (2002) argued that, adult persons have a strong sense of social identity, this may cushion (but not remove) the negative effects of a decline in physical health when there is little the individual can do about preventing the decline itself happening.

Social health involves an individual's ability to form satisfying interpersonal relationships with others. It also relates to the ability to adapt comfortably to different social situations and act appropriately in a variety of settings. Seeking social support becomes easy through the use of Social Networking Sites. People who interact closely with others are better able to avoid illness than those who remain isolated from interpersonal contact. One of the reasons for the positive effects of interpersonal support is that talking to some-one reduces stress and the incidence of both major and minor health problems (Clark 1993; Costanza, Derlega and Winstead 1998; Pennebaker, Hugher 1987). The common element of all close relationships is interdependence, an interpersonal association in which two people consistently and reciprocally influence one another lives, and focus their thoughts and emotion on one another.

Rationale

Psychosocial Health is a state of psychological, social and emotional well-being. The usage of Social Networking Sites affects psychological, social and emotional development. It also affects the overall time of the users. Due to excessive usage of Social Networking Sites, there is drastic change in family interaction patterns and also lifestyle of the users is affected and this is a very important concern today. Through Social Networking Sites, Technology is reaching individuals and families and has an impact on psychosocial health. This research aims to contribute to our understanding of why and how much time is spent by the users on Social Networking Sites. This research highlights about the causal reasons of spending excessive time on Social Networking Sites. The study has taken adolescents, early and middle

adulthood as the main sample because they undergo many developmental challenges and they use Social Networking Sites in their day to day lives.

LITERATURE REVIEW

Sharma, P., & Dr Desai, K.M. (2011) examined profile of people using SNS, nature of their usage, influences of usage social networking sites and their experiences. Users were defined as any person irrespective of age, sex; occupation and education that accessed SNS at least once a week, 150 people based in Mumbai were invited through purposive sampling of which 100 completed a questionnaire. The study revealed average age of the SNS users to be 23 years with the range of 16 to 47 years. The proportion of male to female 4:5. The average amount of daily time spent on internet was 2.6 hours and SNSs was 2.33 hours indicating SNS as online behavior. Younger users spent SNS more intensely compared to older users. Users recognize the limitations as well as the advantages of being on social networks and are conscious about it's a 'Virtual' nature.

Jain, P., & Dr. Sharma, D. (2016) studied adolescent of this era have been highly affected, psychologically, by the social networking sites. There have been more psychological impacts seen in adolescents that hamper their growth and ruin their mindset in the developmental stages of life. The aim of the study was to find out the reasons as to why and how are these social networking sites affecting the adolescent at such high level of impact. There were 215 students, out of which 100 were Females, and 115 students were Male participants. The age range of the student was from 12 to 18 years. There were 25 parents who participated in the present study. This study was conducted in Pune, Maharashtra. With the help of this study, the parents would also be able to gain an insight as to why adolescents want to be on social networking sites. In this study it was found that more than 70% of the children in today's time are not able to keep away from constantly being available at the social networking sites. The social networking sites help them make new friends, get to know like-minded people who share the same interests, socialize online, and it makes it very easy for them to stay in touch with their friends, irrespective of the location of residence.

STUDY OBJECTIVES

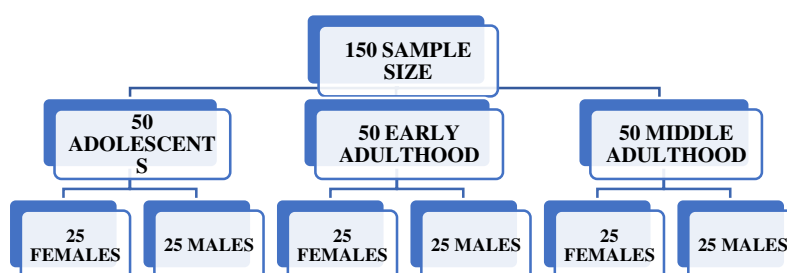
- To access the time spent by Adolescents, Early and Middle adulthood on Social Networking Sites.
- To study the impact of Social Networking Sites on Psychological Health of Adolescents, Early adulthood and Middle adulthood.
- To study the impact of Social Networking Sites on Social Health of Adolescents, Early adulthood and Middle adulthood.
- To study the impact of Social Networking Sites on Emotional Health of Adolescents, Early adulthood and Middle Adulthood.
- To understand the Socialization patterns of Adolescents, Early adulthood and Middle adulthood.

METHOD AND MATERIALS

Sample size

The total sample for the study was 150, Out of which 50 was adolescents age group 13-22 years and which was further divided into 25 females and 25 males. The next 50 were Early adults age group 23-45 years which was further divided into 25 females and 25 males. The last 50 were Middle Adults age group 46-65 years which was further divided into 25 females and 25 males.

Sample description



Design of the study

The research design used for the study is Explorative.

Tool used for Data Collection

It is a 5-pointer descriptive scale and self-constructed tool used to study the impact of Social Networking Site on Psycho Social Health of Adolescents, Early and Middle Adulthood.

Variable

Independent variable- Social Networking Sites

Dependent variable- Psycho Social Health

Reliability Test

To test reliability of scale of all 150 respondents are considered. Test is applied for all 30 questions. Cronbach's Alpha test is applied.

Results are as follows

Cronbach's Alpha	N of items
.878	30

Above results indicate that Cronbach's alpha value is 0.878. It is greater than required value 0.700. Therefore, test is satisfied and conclusion is scale is reliable.

FINDINGS, RESULTS AND DISCUSSION

Users understanding about the social Networking sites.

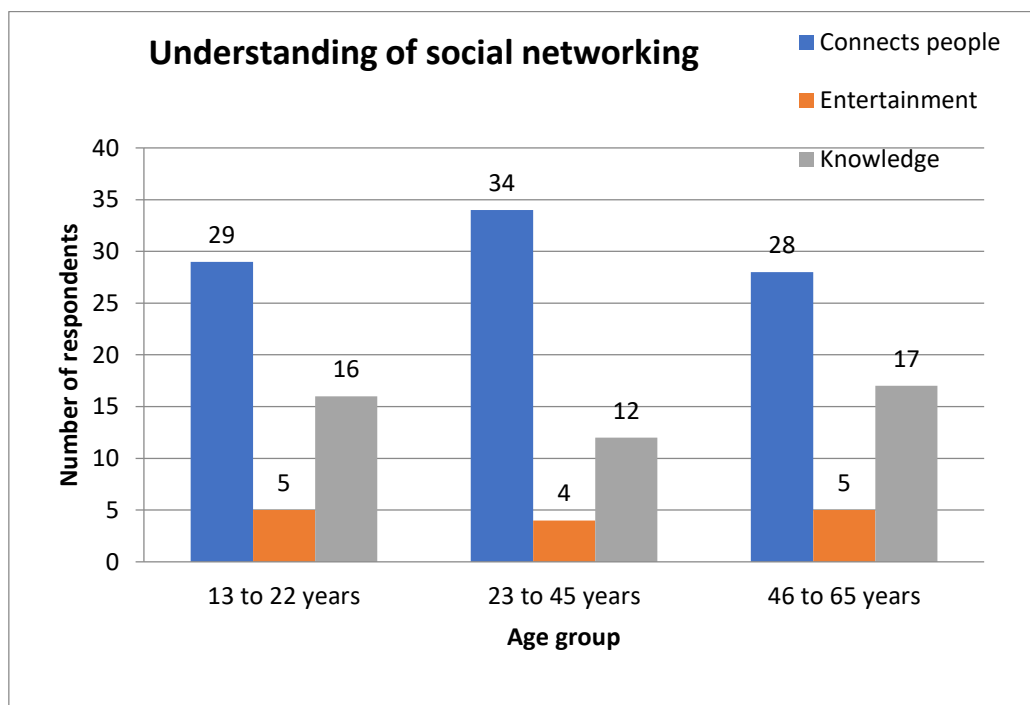


Figure 1 demonstrates the users understanding about the social networking sites

The graph indicates the understanding about the Social Networking Sites by various age group.

Time spend by users on Social Networking Sites

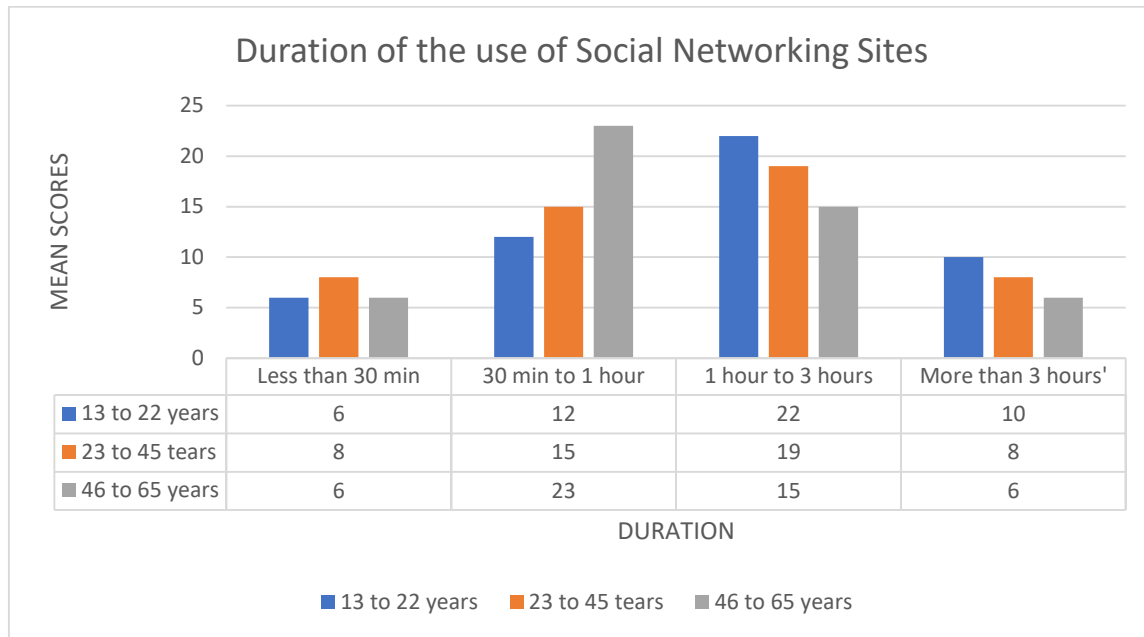


Figure 2 shows the time spend by users on social networking site

The graph indicates the average time spend given by different age groups on Social Networking Sites. The first series is of age group 13-22 years. The next series is of age group 23-45 years and the last series if of age group 46-65 years.

ANOVA for usage of Social Networking Sites and psychological impact on 3 age group

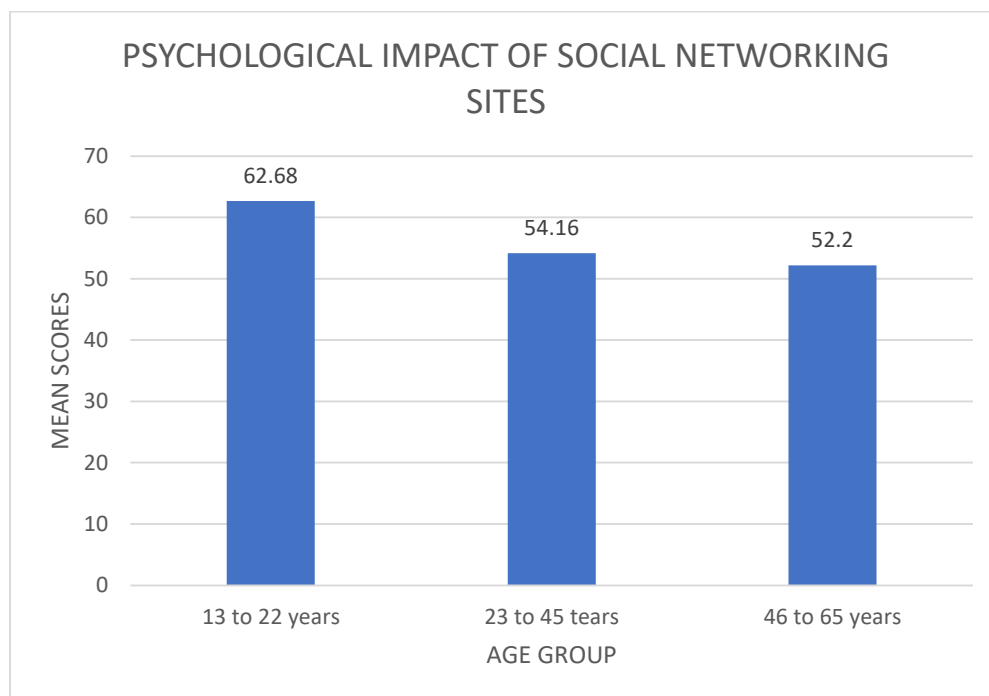


Figure 3 demonstrates ANOVA for usage of social networking sites and psychological impact on 3 age group

The figure indicates that calculated p-value is 0.000. It is less than standard p-value 0.05 (5% level of significance). Therefore, there is significant difference on the impact of Social Networking Sites on the Psychological Health of all the three age group.

ANOVA for usage of Social Networking Sites and its impact on Social Health

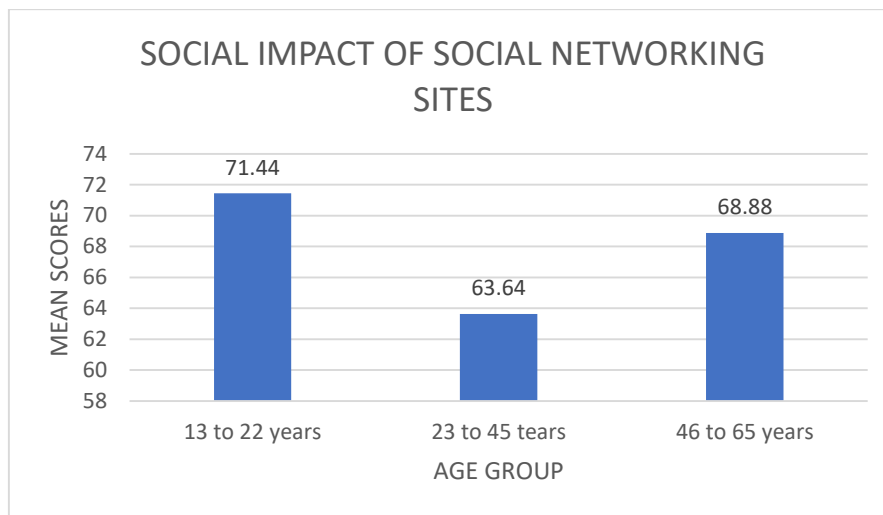


Figure 4 shows ANOVA for usage of social networking sites and its impact on social health

The figure indicate that calculated p-value is 0.001. It is less than standard p-value 0.05 (5% level of significance). Therefore, there is significant difference in the impact of social networking sites on the social health of all individuals.

ANOVA for usage of Social Networking Sites and Emotional impact on all 3 age group.

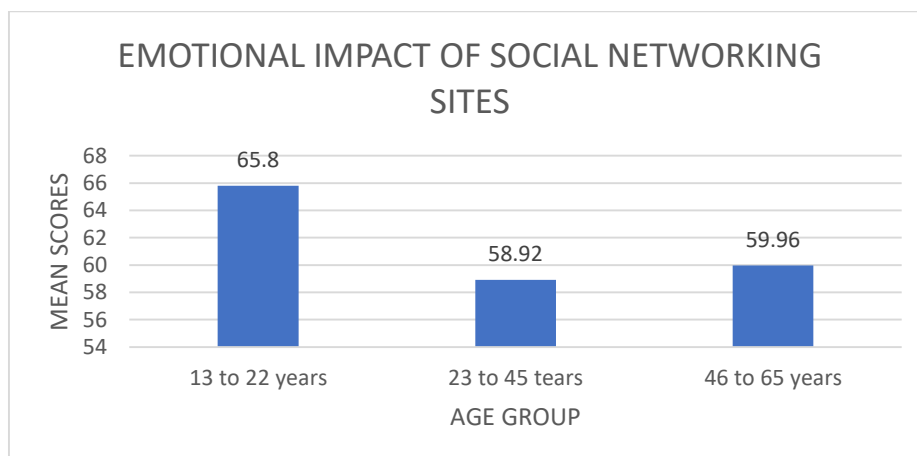


Figure 5 shows ANOVA for usage of social networking sites and emotional impact on all 3 age group

The figure indicate that calculated p-value is 0.011. It is greater than standard p-value 0.05 (5% level of significance). Therefore, there is no significant difference in the impact of social networking sites on the Emotional health of all individuals.

ANOVA for age group 13-22 years and impact on Psycho Social Health

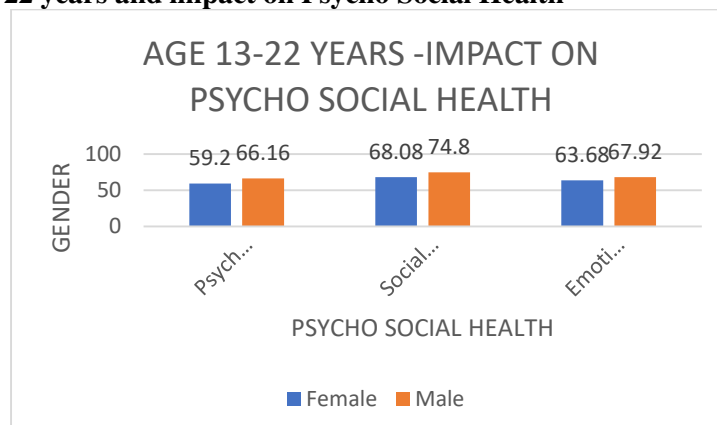


Figure 6 depicts ANOVA for age group 13-22 years and impact on Psycho Social health

The p-value is 0.38 which is less than the standard p-value 0.05 (5 % level of significance) and therefore it is significant.

ANOVA for age group 23-45 years and its impact on psycho social health.

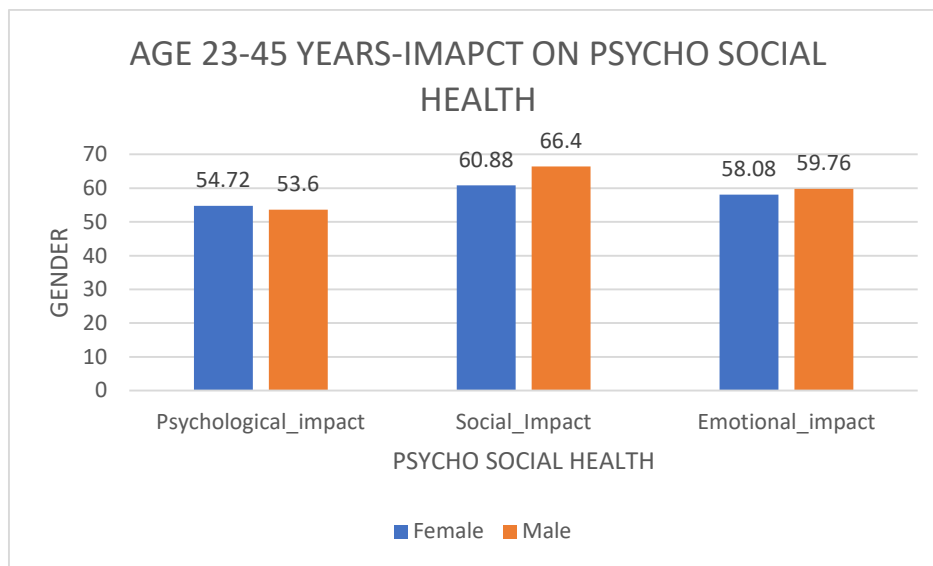


Figure 7 shows ANOVA for age group 23-45 years and its impacts on Psycho social health

The p-value is 0.412 which is greater than the standard p value 0.05 (5% level of significance) and therefore is non-significant.

ANOVA for age group 46-65 years and its impact on Psycho Social Health

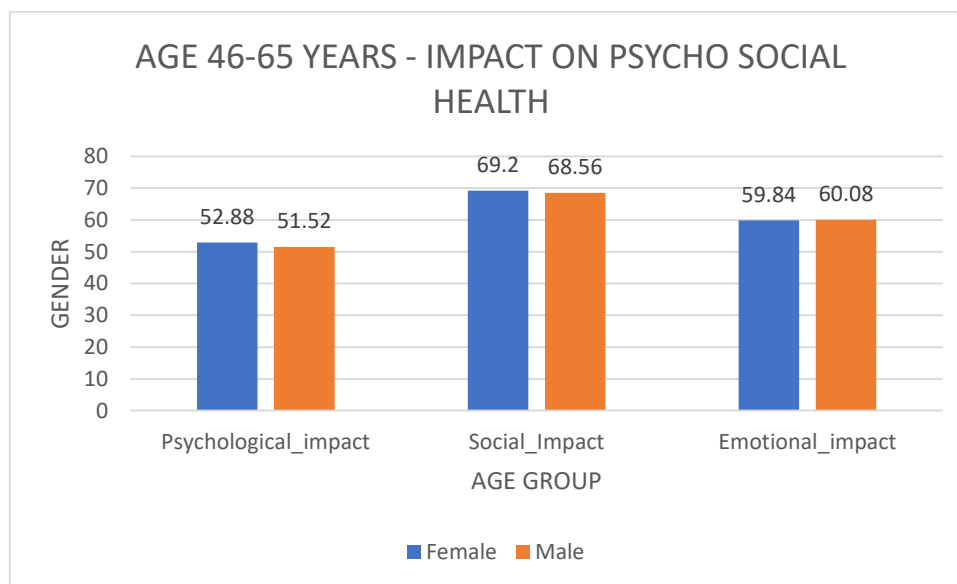


Figure 8 demonstrates ANOVA for age group 46-65 years and its impact on Psycho social health

The p-value is 0.847 which is greater than the standard p value 0.05 (5 % level of significance) and therefore is non-significant.

CONCLUSION

This research was conducted to study the impact of Social Networking Sites on Psycho social Health of Adolescents, Early and Middle Adults. The term Social Network sites and Social Networking Sites are used interchangeably. What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. The results derived from the study are similar to the ones derived

by other researchers. Our temperaments change as we move through life. The college years mark a critical transition period for young adults as they move away from their families and establish themselves as adults. Those who do not accomplish developmental tasks, such as learning how to solve problems and evaluate decisions, may find their lives interrupted by recurrent crises later on.

Concluding with the research done for the study, it is found that all age group have an impact on their Psycho Social Health; Adolescents being impacted the highest as compared to early and middle adults. Middle adults (46-65 years) spend less time on Social Networking Sites as compared to Adolescents and Early Adulthood. Early adulthood (23-45 years) use Social Networking Sites for both personal and professional communication. Adolescents (13-22 years) use Social Networking Sites more for personal communication. It has been found that Social Networking Sites have greater impact on the psycho social health of adolescents as compared to early and middle adults.

LIMITATIONS

The study was limited to Mumbai. It can be conducted in various parts of the country to make common people aware about how Social Networking Sites which accounts to be the basic necessity of daily life affects the Psycho Social Health of Adolescents, Early and Middle Adults. The sample size could be increased and the late adults can also be taken into consideration as when they retire, they spend much of their time on Social Networking Sites.

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**National Seminar on
‘DIGITALIZATION AND SOCIETY’**

12th January, 2019

Maniben Nanavati Women's College, Vallabhkhai Road, Vile Parle (West), Mumbai, India

Delivery Partners: A Ray of Hope in Today's Job Market

¹Jayshree M. Choudhary, Srishti .K. Shetty, Shifa .F. Khan, Zabur .I. Shaikh

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Abstract: Keeping in mind the immense potential in India, food sector has emerged as one of the high growth and high profit sector with high potential for further value addition in the sector. In March 2010, McDonald's was the first to introduce food ordering through the web in India. Then, it was already having an umbrella of touch point for customers like at petrol pumps, home delivery, etc. Specially in this space is new food tech companies like Swiggy & Zomato and out of them company Swiggy, which is India's second largest food delivery platform being valued at USD1200mm which competes with Food Panda, Tiny Owl, Zomato, etc makes to top in terms of growth. Swiggy founded in August 2014, the company's vision is to change the way India eats. It has more than 4000 restaurants already listed on its platform. Swiggy has raised a total of INR3.4bn. It is a company which handles 20000 orders daily using its own delivery fleet thus having control of end customer experience. Swiggy recently tie up with Burger king & Cafe Coffee Day. Zomato is a restaurant search and discovery service founded in 2008 by Indian entrepreneurs Deepinder Goyal and Pankaj Chaddah. In September 2012, Zomato expanded overseas to the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa The present study made an attempt to know the " **Delivery Partners: A Ray Of Hope In Today's Job Market**". The research paper outlines analysis on To study the impact of digitalization in Food Tech Industry or to explore the job profile of the Delivery Partner and to explore the measures taken by the Food Tech Industry for the Delivery Partners.

Key Words: Delivery Partners, Delivery Boys, Swiggy, Zomato, Food Industry.

INTRODUCTION

Digitalisation

Digitalization means integration of digital technology in our day -to- day life. It has revolutionized the Service Industry. Digitalization contributes to startups, which contributes to entrepreneurship, and entrepreneurship contributes to Employment. Presently, India is facing a huge problem of Unemployment due to large population. The enormous size of its population has resulted in the difficulty of providing ample jobs to the citizens. So, the government has come up with the Policy of "Startups" in different sectors. As a result, the food delivery service has emerged as a fastest growing industry with the help of digitalization and providing mass employment. This flourishing industry is boosting the Economy too.

Food-tech Industry

The Food Service Industry is one of the largest Industries in the World. Food-tech Startups have emerged as the growth engine for our country. The creation of food apps has changed the dynamics of the food sector now called as Food-tech Industry. It is providing greater convenience and choice to the customers. Because of increasing population and urban lifestyle, people are becoming more and more dependent on digital technology. The involvement of digitalization has increased the potential of food sector. It has now become a highly profitable sector providing mass employment especially benefiting those with very basic Education. This sector has a huge potential of employment to improve our economy and development of country as a whole. Recently it was found that Zomato and Swiggy, the leading companies in delivery of online ordered food have given employment to 74000 and 90000 individuals as delivery partners /executives. (Economic times ET tech, September 2018). Therefore, this sector is attracting more eyes.

DELIVERY PARTNERS (DP's)

Delivery Partners are an essential part of India's Food-tech Industry. They are service providers and a link between the Food Outlets and the customers. They are popularly known as "Delivery Boys". They are the back bone of the

company which offers delivery services. The growth of e-commerce and awareness of digitalization among the society has led to increase in demand for Delivery Partners. Very less education is required to join this Industry. Even without work experience the youth can be the part of digitalization and can start up earning at a very young age. This job profile gives them the opportunity to learn while earning.

BASIC INFORMATION OF THE 4 COMPANY UNDER STUDY

In 2010, McDonald's was the first to introduce food ordering through web in India.

Swiggy:

Swiggy is food ordering and delivering company, founded by Techpreneurs Nanda Reddy, Sriharsha Majesty and Rahul Jaimini in August, 2014. Swiggy began its journey from Bangalore with 6 delivery executive and 25 restaurants on its platform. Today, it operates across Hyderabad, Mumbai, Pune, Kolkata, Chennai and many more cities in India. It provides a single window for ordering from a wide range of restaurants and have their own exclusive fleet of delivering personnel pick up order from restaurants and deliver it to customers.

Zomato:

Zomato initially named as Foodie Bay was started in 2008 by Mr. Deepinder Goyal and Mr. Pankaj Chaddah. Foodie Bay the initial name was changed to Zomato in Nov 2010 to increase their reach among people. It is a restaurant searching and discovering platform providing in depth details with autonomous review and rating. To be largest resource in food supply market, Zomato brought urban spoon. It operates in 63 cities in India. Zomato have received investment worth USD653.8 million via 11 rounds of funding.

Uber Eats:

It is an international company, Jason Droege is the global head of the company. The company was established in 2014 in Los Angeles. Today, it has 400,000 active delivery partners throughout the globe. In India it started its operations on May 2, 2017. It started its operation in Vijayawada & Madurai, today it operates in 28 cities in India. Globally, their business is growing 200% per year and has a worth of USD 6 billion.

OBJECTIVES

- To study the impact of digitalization in Food Tech Industry.
- To explore the job profile of the Delivery Partner.
- To explore the measures taken by the Food Tech Industry for the Delivery Partners.

LITERATURE REVIEW

- **Anweshia Madhukalya (2018)** Researcher states that Swiggy, Zomato have doubled salaries of delivery boys. There is a significant rise on the amount delivery boys earn per order. From Rs.40 – Rs.45 food delivery boys also get paid on hourly basis. The rates of that differ from platform to platform. However, orders per delivery executives has decreased from 18-20 per to 12-15 a day.
- **Geetika Mantra (2016)** Researcher talks about “Invisible Heroes” of our daily life and that heroes are delivery boys, who deliver food as quickly they get order. Delivery boys perform some of the most thankless jobs in our society, but what about their hunger because they cannot afford to take such risk during the peak hours. This is the story of most delivery boys. They travel all over the city with a bag carrying assortment of dishes for others to eat, but themselves unable to eat at usual meal time.
- **Evelyn Fok & Aditi Shrivastava (2015)** researcher's talk about one of the biggest problems faced by delivery boys which is finding the delivery address is more problematic in tier-II and tier-III towns. Solving the location identification issue is critical for deliverers to optimise their efficiency and ensure profitability. Delivery boys faced problems in their day to day job, which their employers are now trying to solve. These include navigating using a mobile app, understanding and operating card payment mechanisms, responding to safety and health related issues, and, of course, communicating with customers.

RESEARCH METHODOLOGY

“Research is a systematical effort to gain Knowledge”.

This topic was undertaken to systematically study the upcoming type of employment opportunity which has come up due to digitalization in the Food Tech Industry. The Food Tech Industry is growing by 150 % year on year.

NATURE OF THE STUDY

This study was exploratory and quantitative in nature. Under the study it was aimed to find out the type of job profile of the Delivery Partners hired by the Food Tech Industry, the problems faced by them and the scope for their further development.

DATA COLLECTION

Primary data was collected through questionnaire with open ended and close ended questions. Interviews were conducted at the food joints where the Delivery Partners assemble in an around 1-2 kilometre areas in the vicinity of the College.

Secondary data was obtained from Magazines, Books, News Bulletin, websites and journals.

SAMPLE SIZE

Data was collected from 30 Delivery Partners for the research. Among them 11 are of Swiggy, 7 of Zomato, 9 of Uber eats and 3 from Grab. They all were purely involved in Delivery service in food industry only. It was Non-probability convenience sampling.

FINDINGS

- From the data collected through the questionnaire, it was found that 73% of the Delivery Partners are in the age group of 20-25years.
- Among them 70% of the partners are unmarried and 30% are married.
- Qualification wise 47% of the Delivery Partners are HSSC, 30% are SSC and 23% are Graduate and none is having postgraduate or any other degree.
- From the data collected 77% are working as full time Delivery Partners.
- 47% of Delivery Partners are having experience of 1-2 years and rest 53% is having experience of less than a year.
- 80% of them are getting payment on delivery basis which ranges from Rs.15K-30K. The order price ranges from Rs 35- 50. Different companies have different rates.
- 88% of them are getting incentives in cash and their incentives are also based on delivery orders.

Earning per orders	Initiatives /amount(rs)
300	1500
500	3000
700	5000

- most of them complete 15-30 orders per day within 30 minutes each. It is easy to get the location by using GPS System.
- Regarding safety and security in the job, 20 out of 30 respondents have answered positively. They are being provided with Health Insurance cover of Rs.5 lakhs and Rs.1 lakh for life cover of family.
- As far as facilities are concerned, they are provided with petrol charges which are included in the order price. Many of them have suggested that company should provide Vehicle Insurance.
- Delivery Partners are considering this as a temporary job. 63% of them would prefer other jobs as they see no profile upliftment in this type of work.

CONCLUSION

Considering both the sides of the coin, the job of delivery partner has potential to be carried over as a carrier. By overcoming the challenges with the collaborative efforts of the delivery partners, the Employer Company and Government at large, this job market industry will grow leaps and bounds. In the near future India will become Unicorn in the food tech industry due to the digitalization.

To sum up it can be said that, there lies a RAY OF HOPE IN JOB MARKET, as Digitisation contributes to Startups, Start-ups contributes to Entrepreneurship and Entrepreneurship contributes to Employment.

SUGGESTIONS TO OVERCOME CHALLENGES

- Other side of the coin is that Delivery Partners are working with high risk of accidents on roads which may cause injuries and even death of the Delivery Partners. But the risk can be reduced by following the traffic rules.
- Government should work on development and maintenance of roads to avoid accidents so they can deliver more and earn more.
- In long run Delivery Partner may face health issues like Back Pain and Body Pain due to riding a bike with carrying huge and heavy bag of goods.
- Considering the risk, the employer company should provide health insurance and medical facilities.
- The government should take initiative by making it mandatory for the employer company to provide insurance cover for the delivery partners.
- It is also suggested that all the companies should also provide petrol expenses to their employees.

- Also, with the increase in number of deliveries, the cost per delivery will also decrease leading to higher profit margin.
- Government should bring up some schemes to boost startups leading to employment in rural areas.
- The Government can also amend the 'Start-up India' policy to 'Stand-up Policy' to protect the rights, facilities of the physical workers.

This job does not need any investment also. The company provides cycle to Delivery Partners who then can become owner of it if they continue for 2-3 months. It is very much suitable for low- and middle-income group of population. The companies provide special incentives on special occasions. They keep safety and security of Delivery Partners on high priority by providing insurance facilities.

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National Seminar on
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12th January, 2019

Maniben Nanavati Women's College, Vallabhkhai Road, Vile Parle (West), Mumbai, India

Use of Digital Banking with Reference to Mumbai Suburban

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Abstract: *The journey of digitization has been one of the inclusive growths, transforming India into a global economy. It is a revolution that has touched the lives of the common men in almost all aspects. India is towards a digital-first economy, due in part to the government's demonetization effort that started in 2016 and forced consumers to embrace non-traditional banking services. After demonetization, use of online banking increase or not? This paper tries to seek about the use of digital banking in case of building, chawl and slum area.*

Key Words: Digital banking, Slum, Building, Chawl.

INTRODUCTION

The journey of digitization has been one of the inclusive growths, transforming India into a global economy. It was a revolution that has touched the lives of the common man in almost all aspects. In the present era of technology demand was transmuting at a very expeditious haste. To meet these ordinate dictations, adoption of incipient advanced technology in banking sector was obligatory to accommodate subswasting customer and to magnetize more customers withal. India was towards a digital-first economy, due in part to the government's demonetization effort that started in 2016 and forced consumers to embrace non-traditional banking services.

Meaning of Digital Banking

Digital banking was the digitization (or moving online) of all the traditional banking activities and programs that hwastorically were only available to customers when physically inside of a bank branch. Thwas includes activities like: Money Deposits, Withdrawals, and Transfers, Checking/Saving Account Management.

OBJECTIVE OF THWAS STUDY

- To know the behavior towards digital banking after demonetization
- To find out the awwereness of using digital banking in study werea
- To study the use of digital banking in chawl, building and slum werea
- To compwere the use of digitalization in banking sector in varies residential categories

METHODOLOGY

Thwas paper was based on primary and secondary data. Primary data has been collected from chawls, slum wereas and buildings - 20 each. Data was collected wereas between from Dadar to Borivali, western suburbs of Mumbai. Secondary data has been taken from various books, journals, articles, websites and research papers.

LITERATURE REVIEW

- Jamaluddin, N. (2013) concluded that Information technology has played a vital role in the advancement of banking system. The reach of Indian banking to every individual was possible because of the computerization process adopted by banking sector. Information technology has not only simplified the operation but it has also given a great comfort an individual who does not have a good knowledge of IT but need to access banking in an optimum manner.
- Mohammed and Shariq (2011) examined the adoption of e-banking channels, particularly ATM, in the city of Lucknow, U.P. He found that ATM was the most adopted technology by customer.

- Uppal and Chawla (2009) found that the customers of public sector, private sector and foreign banks in Ludhiana district of Punjab were interested in e-banking services, but at the same time they were facing problems like inadequate knowledge, poor network, lack of infrastructure, unsuitable location, misuse of ATM cards and difficulty to open an account.

Findings (General Information)

General information was based on various categories such as (gender, age, education, marital status, profession and monthly income) from respondents.

Gender

The first category was gender (male & female) based on the information male respondents were more as compared to female. In building 16% of the male respondents used internet access as compared to chawl which was 13% and in slum 14%. In chawl 17% female respondents had more internet access as compared to building which was 4% & slum was 6%.

Age

Age range was 18 to above 50 years. In this age respondents had a greater internet access and were more attracted towards internet. In building the use of internet was highest at 12% in chawl was 6% and in slum 7%. Above 50 years respondents also using internet in chawl was 4% and in slum was 3%.

Education

In slum illiterate respondents were using internet 8% as compared to building and chawl. In high school chawl respondents were using internet with 10% & in slum it was 9% and in building it was 7%. In building 5% of master respondents were using internet as compared to chawl which was 1% and in slum it was 0%.

Marital Status

In slums married respondents were using internet it was 17% which was highest among all. In building unmarried respondents were using internet with 9% in slums 4% & in chawl it was 3%.

Profession

In building as well as chawl many respondents were doing service as well as the use of internet which was 8% & in slum it was 6%. Housewives also had a craze for internet. The highest number were in slum with 6% & in building it was only 1%.

Monthly Income

Income range was between 10,000 & above 50,000. In slum the monthly income which was below 10,000 respondents were using internet with 8% as compared to chawl it was 5% & in building it was 1%. Respondents whose earning was above 50,000 only 1% of using internet in chawl as compared to others.

Specific information

Table 1 Internet Access

Internet Access	Yes	100%	75%	25%
	No	0%	25%	75%

The above table shows the use of internet access in building, chawl & slum. In building the use of internet was 100% & in chawl it was 75% and in slum 25%. In building hardly anyone was not using internet but in chawl it was 25% & in slum it was 75%. respondents were not using internet access.

Table 2 Status of usage

Status of Usage		Building	Chawl	Slum
	Less than 5 years	50%	25%	20%
	6-10 Years	30%	25%	5%
	11-15 Years	15%	0%	0%
	More than 15 Years	5%	0%	0%

The table shows building, chawl & slums percentage of using internet access of less than 5 years & more than 15 years. It can be noted that 50% of the building respondents as compared to chawl & slum was 20% respondents were using internet only 5% of the respondents were using internet more than 15 Years.

Table 3 Degree of satisfaction

Degree of Satisfaction	Very High	25%	10%	0%
	High	65%	30%	5%
	Not at all	5%	10%	10%
	Some	5%	15%	10%
	Little	0%	10%	0%

The above table shows the satisfaction of the respondents of building, chawl & slum. It was based on very high, high & little. The satisfaction of the building respondents was very high at 25% & high at 65%. In chawl was 30% at high level. In slum it was very high at 10% high at 5% & 10% little.

Table: 4 Encouragement for online banking

Encouragement for online banking	Rewards	20%	15%	10%
	Simpler Service	25%	25%	0%
	Higher Security	60%	15%	15%
	Free transaction	15%	30%	0%

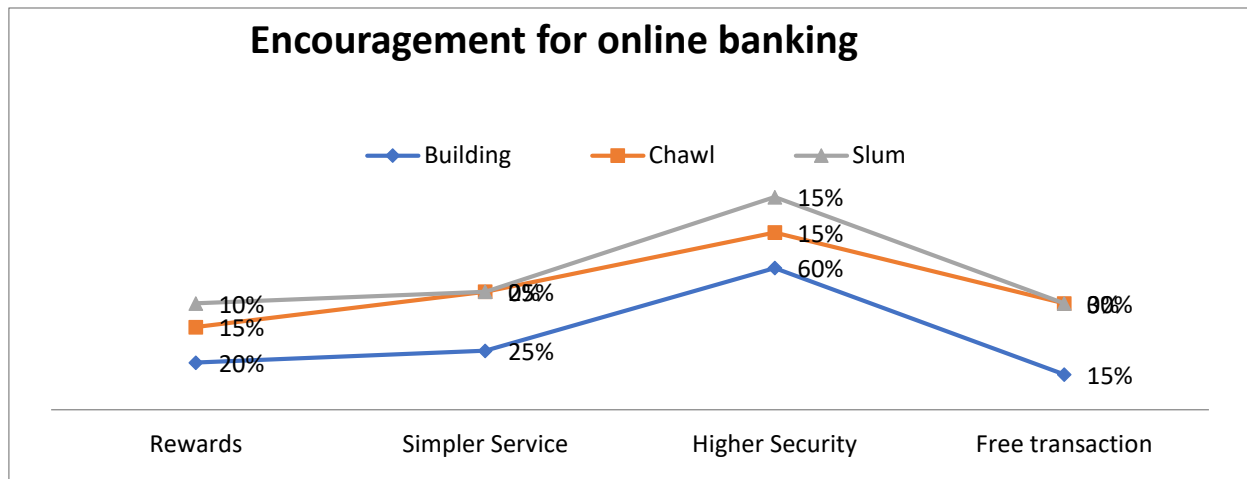


Figure 1 Encouragement for online banking

This chart shows encouragement for online banking. It was based on rewards, simple service, higher security & free transaction.

In Building 50% for higher security 13 % for free transaction 17 % rewards & 21% for simple service. It showed that respondents were more comfortable in the security of the banking which easily attracted more respondents towards online banking. It could increase in the economy of the system.

In Chawl 18 % for free transaction 35% for higher security 29% for simple security & 18% rewards. It can easily be noted that respondents were more comfortable with the security of the online banking.

In Slum 60% for higher security 40% simple service. It showed that respondents of the slum were very reliable with the security of the online banking .It created awareness among the respondents of the online banking & increase the trust for online banking.

Online banking operations (Building)

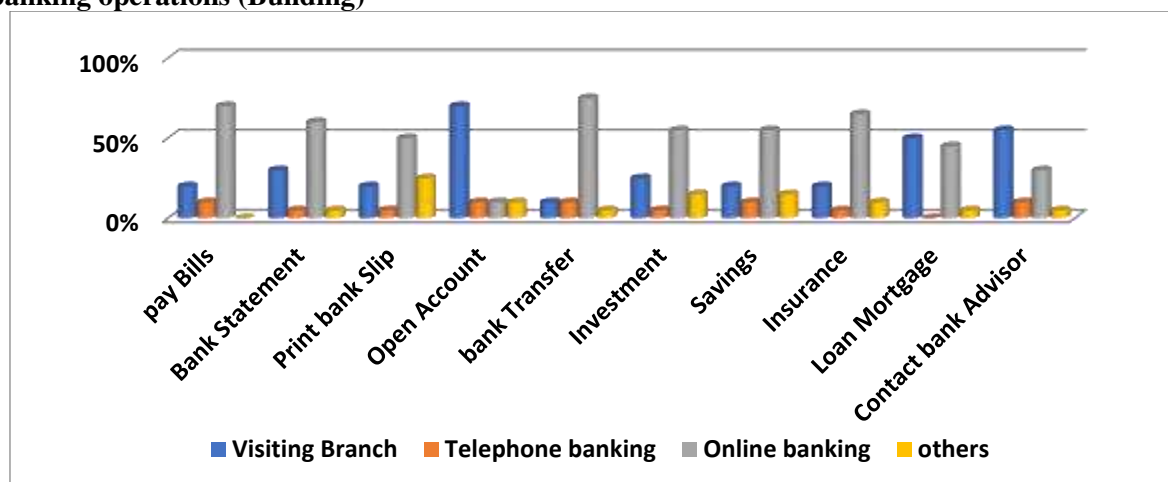


Figure 2 Online Banking Operations in building

The figure shows information regarding behavior of building respondents in case of use of bank services. The online operations like pay bills, bank statement, print bank slip, open account, bank transfer investment, saving, insurance, loan mortgage & contact bank advisor etc., respondents were using online services or visiting branch banking? Study

found that for opening account 70% building respondents were visiting branch and 10% respondents using online. Mostly respondents were going bank for to open account which was very reliable to them and could be handled easily. It also increased the demand for banking system in the economy. Telephone Banking was at 10 % in all banking operations except loan mortgage online banking was at 75% in bank transfer 70 % in pay bills & in insurance 65% 30 % in contact bank advisor. Others was at 25% in print bank slip.

Online banking operations {chawl}

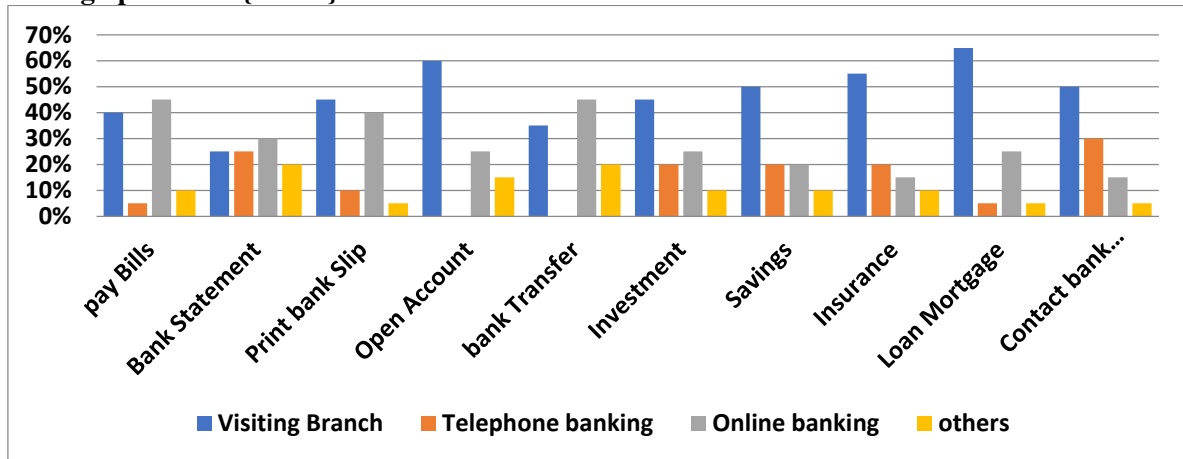


Figure 3 Online banking operation in chawl

Above graphs show that 60% chawl respondents visit branch to open account, but services like bank transfer, print bank slip they prefer online bank service. It can be noted here there was mix behavior of Chawl respondents. Some Respondents preferred visiting the branch in account of any difficulties with their account or any other complication which they will face. Many of the respondents viited bank to open account and for also saving money as well as for insurance. It created awareness among the respondents of banking system.

Telephone banking was at 30% in contact bank advisor 5% in pay bills & 5% in loan mortgage. Telephone banking was also easy way to contact the bank. Most of the respondents were using this type of method as they could easily contact the bank in any case of difficulties.

Online Banking was at 45% in pay bills 15% in insurance & contact bank advisor. Online banking is increasing day by day because respondents are more attract to the technology which increase the online banking.

Online banking operations{slums}

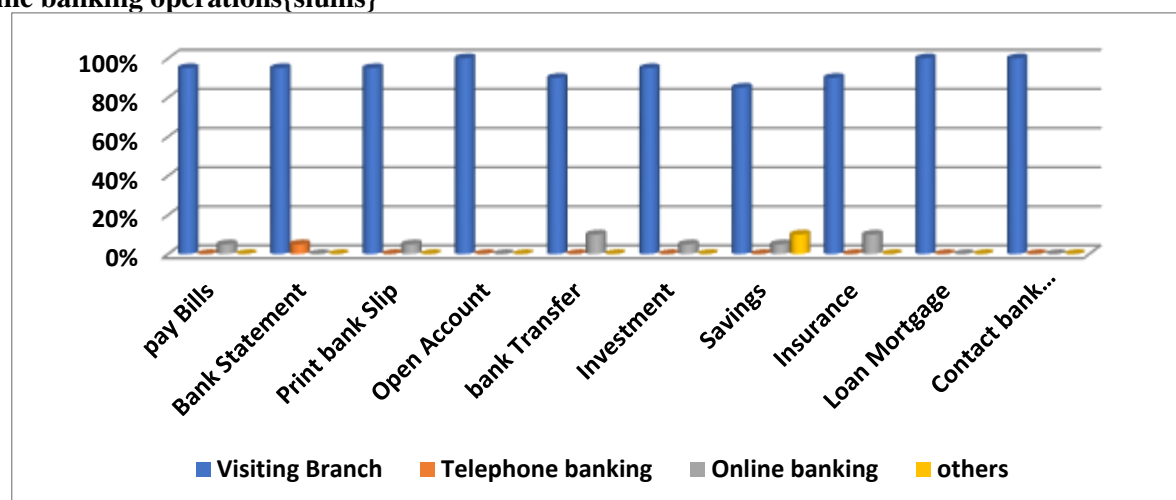


Figure 4 shows online banking operation in slums

Visiting branch was highly occupied in the open account which was 85% in Slum whereas Telephone banking was at 5% in bank statement. And among all of them it was zero online banking was at 5% in bank transfer and all other operation it will be at 1 % or 2%.Only. Other's saving was at 8% to 10% . Respondents mostly preferred to visit the branch in the case of find any difficulties regarding with their account.

On the basis of the information collected, it can be noted that respondents were very much depend on the technology because it provided very fast & quick work. If building, chawl & slum were merged then it can be noted that in building many of the respondents were using online banking as compared to chawl & slums. In chawl 65% respondents were using telephone banking as compared to building & slum because it was also time consuming service. In slum respondents were regularly visiting branch because they were only depended on the banking system by visiting branch was nearly about 70% & above.

Usage of banking services

Building- 55% respondents were not using telephone banking. 60% respondents were using mobile banking 1 to 3 times. 40% building respondents were using internet banking 4 to 8 times and 15% respondents were over 12 time. ATM banking .Mobile banking was most preferable than any other access. Respondents were widely most using the mobile banking which was very simple and easy to connect. Internet banking was also widely most using access many of the respondents were connect to internet and the use of technology widely spread. Respondents were using internet banking 4 to 8 times in a month.

Chawl- 60% respondents were not using telephone banking. 1 to 3 times they were visiting in branch in a month. ATM services were used by 50% Chawl respondents 1 to 3 times in a month. ATM was also very useable for the withdrawal of the money and transferred some, respondents were using ATM 4 TO 8 times in a month. 35% respondents were not using mobile service, only 65% respondents were using mobile service.8 to 12 times in mobile banking was 20% over 12 times in internet banking 10%.

Slums- 80% respondents in Slum were not using telephone banking. 65% respondents were using 1 to 3 times ATM, 12% were 8 to 12 times using ATM and 10% were using more than 12 times ATM in a month. 4 to 8 times in internet banking was 90% respondents found, Internet Banking was widely used all over the respondents it used 4 to 8 times in a month for the transfer or withdrawal for money which was be very useful for the respondents as well as the customer.

CONCLUSION

Indian banks were making sincere effort for the adoption of advanced technology the mobile and wireless market which has been one of the fastest growing market in the world. In this research paper the findings based on the banking operations in building, chawl and slums on the basis of the analysis it can be noted that respondents were aware of the internet access of the technology. The worldwide communication was leading a new generation of strong banking relationships. The banking world can achieve superior interactions with their public base if they accommodate all their customer needs. Conveniences of services plus outside locations like ATMS were crucial to every bank's success. Meeting all challenges including safety and security were perfect examples of good banking strategies.

SUGGESTION

Technical defaults should be evaded by employing well trained and expert technicians in field of computers, so that loss of data can be avoided.

LIMITATION OF THE STUDY

The study covered only suburban areas of Mumbai. Results of the study may be different for other areas. Results of the study depends on answers given by respondent.

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Social Media and Communication Behaviour Among Students

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Abstract: *Social Media is a segment of cyberspace, an environment in which communication over computer network occurs, that involves using the available technology and internet, to interact and engage globally, for the purpose of communication.*

Communication through Social Media is the best alternative to verbal and written communication as it is a quick response system and one can reach out to many in no time. The basic purpose of communication is sharing, expressing, understanding and imparting the thoughts and ideas for the reasons that keep changing every now and then. We communicate to inform, to build social relationships and etiquettes, and to recognize our individuality. Social Media is a mode of technology that allows virtual communication which is simple and easy. It is a helpful mode of communication in various fields such as education, businesses, advertisement, entertainment, content sharing etc. Social Media is an application-based branch of communication technology which is functional on electronic gadgets which are made compatible for the access of social media such as – computers, tablets, mobile phones, etc.

The various ways in which social media is used for communication are, texting and video- calling, sending e-mail, searching and sharing information, publishing articles, writing blogs, launching products, marketing, keeping in touch with the world through networking, showcasing content creation, building awareness on topics, performing surveys etc.

To understand how social media encourages enhanced communication, a survey was carried out with 50 college going students, using a personalized questionnaire of 5-6 questions. A broader introspection was made by reviewing case studies, involving interviews of individuals, and drawing out their personal experiences to find out ways in which Social Media is beneficial or drawback. Eventually concluding the effect of social media, by analyzing the results through tables or graphs.

Key Words: *Social Media; Communication; Communication Skills.*

INTRODUCTION

Social Media is a segment of cyberspace, an environment in which communication over computer network occurs, that involves using the available technology and internet, to interact and engage globally, for the purpose of communication.

Communication through Social Media is the best alternative to verbal and written communication as it is a quick response system and one can reach out to many in no time. The basic purpose of communication is sharing, expressing, understanding and imparting the thoughts and ideas for the reasons that keep changing every now and then. As students we communicate to inform, to build social relationships and etiquettes, and to recognize our individuality. Social media is a mode of technology that allows virtual communication which is simple and easy. It is a helpful mode of communication in various fields such as education, businesses, advertisement, entertainment, content sharing etc. Emoting, expressing and enjoying are important aspects during communication through social media. We as students often come across people who express emotions through social media, where we are no exceptions. To explore more on this side of communication through social media, we focused on specific target audience- college going girl students who are a part of the urban society. The areas focused on when we talk about social media communication is via the means of the following:

- Social network
- Book marking sites
- Social news
- Media sharing
- Micro blogging
- Forums and Blog comments

College going girl students communicate through social media as a significant means of expressing emotions. It is also important to connect communication through social media to education as the respondents are girls who attend college.

Hypothesis- College going girl students communicate through social media as a significant means of expressing emotions.

Objectives

- To assess data to understand how college girls who use social media to communicate emotions.
- To explore how the girls, make use of social media communication for educational purpose and to find if it enhances their communication skills.

METHOD AND MATERIALS

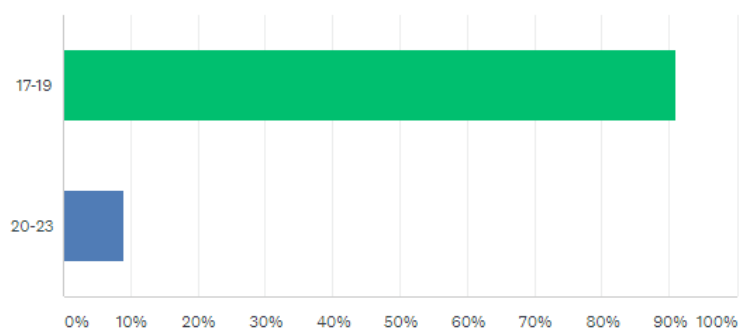
To collect data from the users who communicate through social media, an online survey amongst 60-80 college going girl students was conducted. The survey was divided into two parts 1. Communication through social media to express emotions and 2. Communication through social media for education. Each part of the survey consisted of ten questions, which were individually targeted to ascertain results. Personal responses were also collected to find out how communication through social media reaches out on a personal level.

ANALYSIS

According to the survey conducted, 90% of the college girls who use social media to express their emotions are aged between 17 and 19.

What is your age group?

Answered: 77 Skipped: 0



ANSWER CHOICES	RESPONSES
17-19	90.91% 70
20-23	9.09% 7
TOTAL	77

Figure 1 Communication through social media to express emotions

Survey showed that 54% of the total girl students showcased their emotions through social media communication. The rest 46% do not prefer to do so.

Do you use social media to express your emotions?

Answered: 76 Skipped: 1

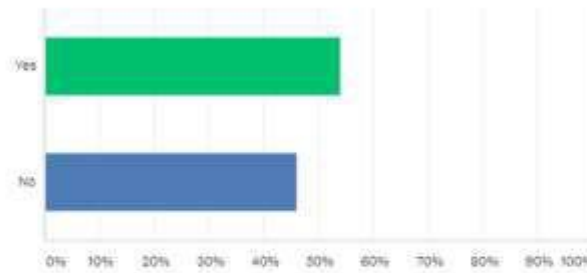


Figure 2 depicts the use of social media to express emotions

Several responses were collected from the participants of the survey as to why or why not they prefer communication through social media. Those who were in the favor, responded that:

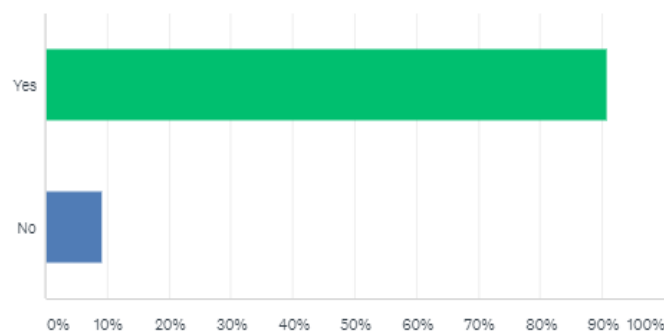
- it helps them to connect with friends and family,
- for reaching out to many people at once to share something,
- gives peace rather than keeping emotions to themselves,
- writing emotions down helps people to relate with the same emotions,
- helps to communicate with comfort which is not possible when communicating face to face with someone,
- social media is a platform to express,
- as an entertainment etc.

Girls who were not comfortable to express emotions through social media responded

- they are introverts
- they feel expressing emotions on social media make you vulnerable
- they prefer communicating face to face
- they feel that there is an uncertain response from the people on social media

Do your friends express their emotions to you through social media?

Answered: 76 Skipped: 1



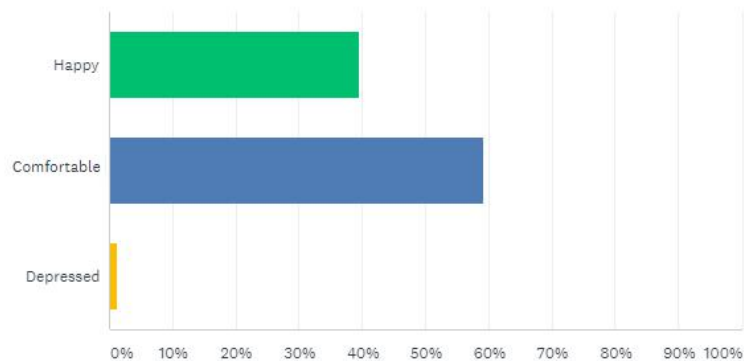
ANSWER CHOICES	RESPONSES
Yes	90.79% 69
No	9.21% 7
TOTAL	76

Figure 3 shows friends expressions of emotions on social media

When asked to them that if their friends use social media communication to express their emotions, 90% of the girls answered yes. This shows that there is contradiction with the results in the first graph as was interesting to find out that there is a greater percentage of girl students who express their emotions through social media, which is beyond the number of girls the survey was conducted. Whereas, the rest 10% had friends who did not communicate their expressions through social media.

What is your state of mind while you are using social media?

Answered: 76 Skipped: 1



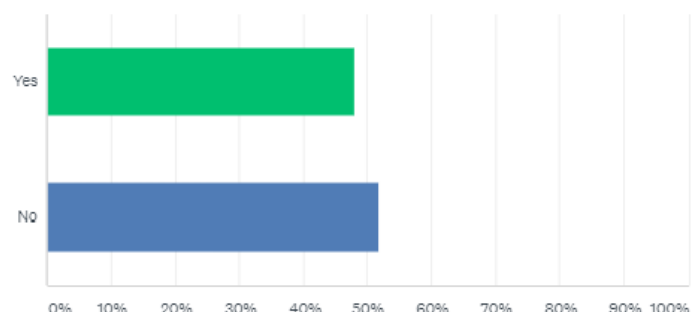
ANSWER CHOICES	RESPONSES	
Happy	39.47%	30
Comfortable	59.21%	45
Depressed	1.32%	1
TOTAL		76

Figure 4 depicts the state of mind of respondents while using social media

When individuals use social media, there is a constant emotion that they associate themselves with. When asked if they felt happy, comfortable or depressed while using social media, it was found that 59.21% were comfortable while using social media. However, it was interesting to find out that 39.47% feel happy. Happiness is often reflected through posts, pictures and statuses, emojis etc. The 1.32% girl students feel depressed or have low self-esteem while using social media due to reasons such as depression, where they do not feel like communicating face-to-face, and hence use social media to communicate. Most of the times, they only perceive what is spoken through the social media to them, but do not communicate back due to lack of expression. It is interesting to learn that most people have a stable state of mind when using social media.

Do you feel like getting recognised on Social media?

Answered: 77 Skipped: 0



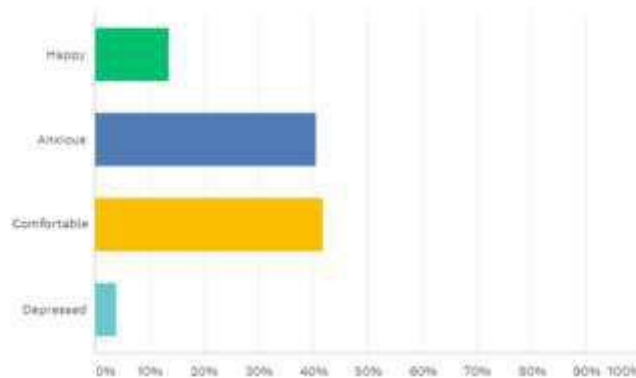
ANSWER CHOICES	RESPONSES	
Yes	48.05%	37
No	51.95%	40
TOTAL		77

Figure 5 demonstrates the feeling of respondents getting recognized on social media

According to the survey, 48.05% of the girl students when express emotions through social media, they want to be recognized by individuals and public. However, 51.95% of the girls do not want recognition as they want to stay aloof and are content with a limited social media circle that they communicate with.

How would you feel if you are not able to communicate through social media for a week?

Answered: 74 Skipped: 3



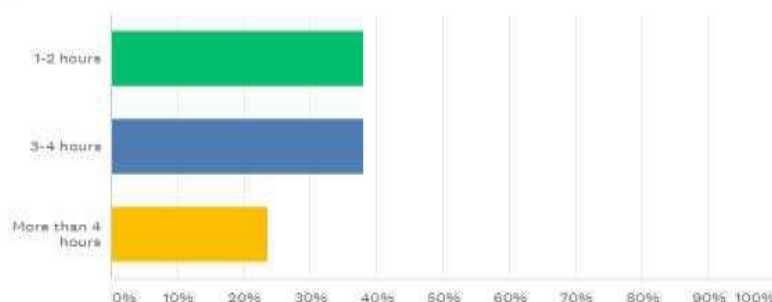
ANSWER CHOICES	RESPONSES
Happy	13.51% 10
Anxious	40.54% 30
Comfortable	41.89% 31
Depressed	4.05% 3

Figure 6 demonstrates the feeling of respondents not being able to communicate on social media

It is assumed that most of the students today are becoming addicted to social media. But when the girls were asked how would they feel if they weren't required to communicate through social media for a week, it was found that 41.89% people would be comfortable with it, and would rather use another medium to communicate. A quite similar percentage, 40.54% would feel anxious as it has become a part of their routine. 13.51% happy and 4.05% depressed.

How long do you use Social Media in a day?

Answered: 76 Skipped: 1



ANSWER CHOICES	RESPONSES
1-2 hours	38.16% 29
3-4 hours	38.10% 29
More than 4 hours	23.68% 18
TOTAL	76

Figure 7 shows the use of social media in a day

Talking about routine, it was important to find how much part of their day was put into communicating through social media. Most girls on an average use social media for 1-2 hours or 3-4 hours. A less percentage of girls, 23.68% use social media communication for more than four hours. Studies show that the time individuals spend on social media is directly proportional to the amount of depression they go through.

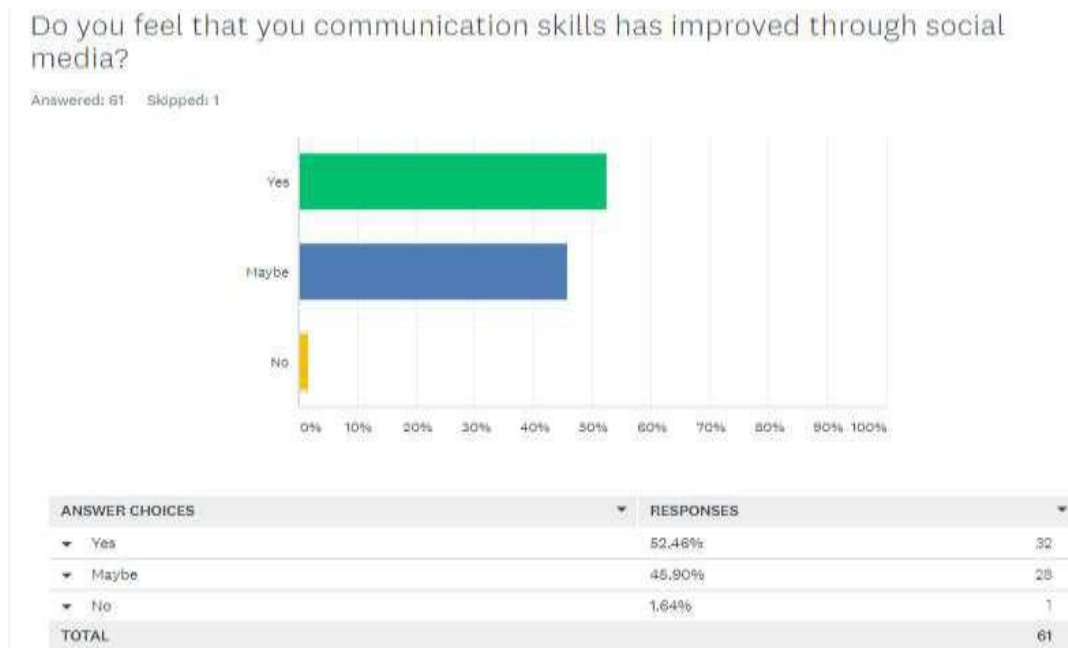


Figure 8 depicts the improvement of communication skills using social media

It can be noted from the analysis of the survey that communication through social media has improved communication skills of girl students without them realizing it.

Survey 2 – Communication through social media for education

Do you feel satisfied after expressing emotions by communicating through social media?

Answered: 76 Skipped: 1

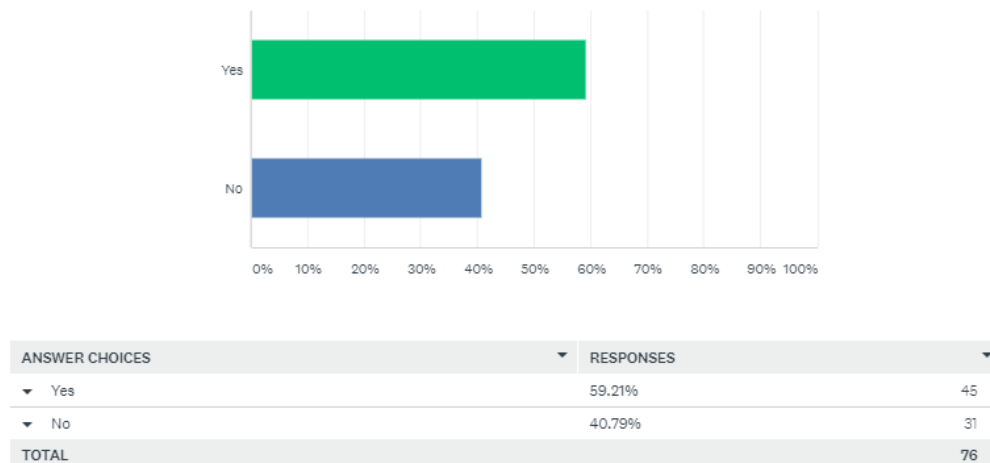
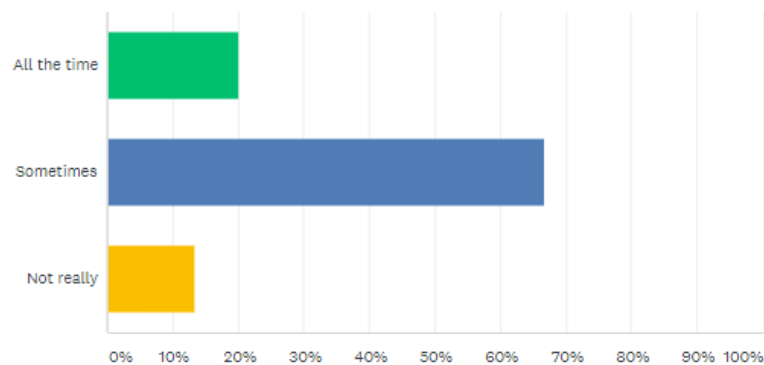


Figure 9 shows the level of satisfaction respondents feel after expressing emotions

Communication should be able to satisfy the necessary need for the individual, though it is not the case always. The survey was ended by asking the concluding question that do they feel satisfied after communicating or expressing their emotions on social media. And as per the results, more than 50% students did feel satisfied. Those who didn't feel satisfied, were more inclined to communicate through other forms of communication, such as verbal, with gestures and physical proximity.

Do you communicate through social media for educational purpose?

Answered: 60 Skipped: 2



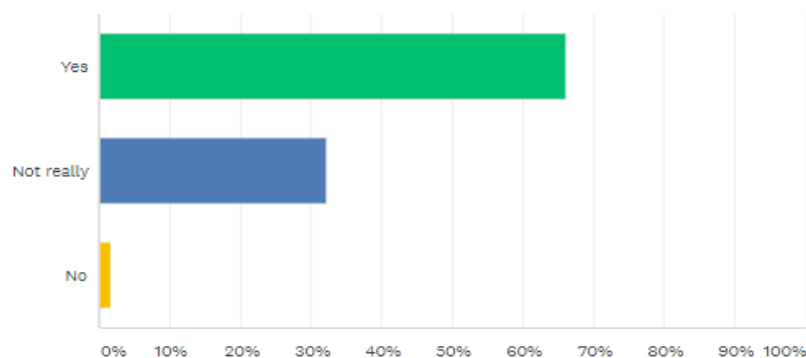
ANSWER CHOICES	RESPONSES
▼ All the time	20.00% 12
▼ Sometimes	66.67% 40
▼ Not really	13.33% 8
TOTAL	60

Figure 10 indicates the use of social media to communicate for educational purpose

Same set of students were asked another criteria of questions to answer. When asked if they used social media communication for education, 66.67% answered that they would not necessarily use it, but sometimes would. 20% girls require social media for education purpose as books don't always do them benefit. There were 13.33% students who would do well without using social media for educational purpose.

Do you feel social media decreases face to face communication?

Answered: 62 Skipped: 0



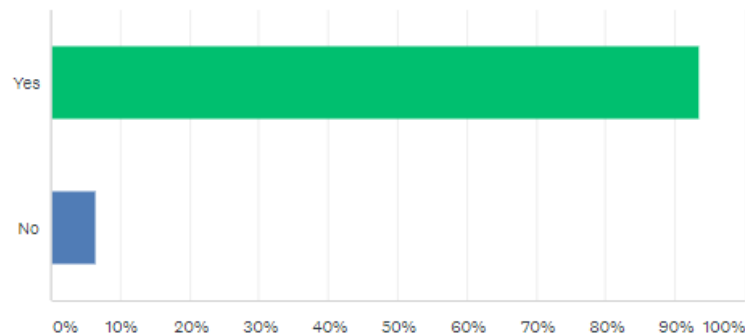
ANSWER CHOICES	RESPONSES
▼ Yes	66.13% 41
▼ Not really	32.26% 20
▼ No	1.61% 1
TOTAL	62

Figure 11 depicts the opinion of respondents in the decrease of face to face communication

While communication through social media, face-to-face communication is absent most of the times. Hence 63.33% of students feel that face to face communication has decreased but in advantageous manner. However, 32.26% of students do think that that the face to face communication has decreased but not up to a great extent as they meet and communicate as well as communicate through social media.

Do you learn something new from communication through social media?

Answered: 62 Skipped: 0



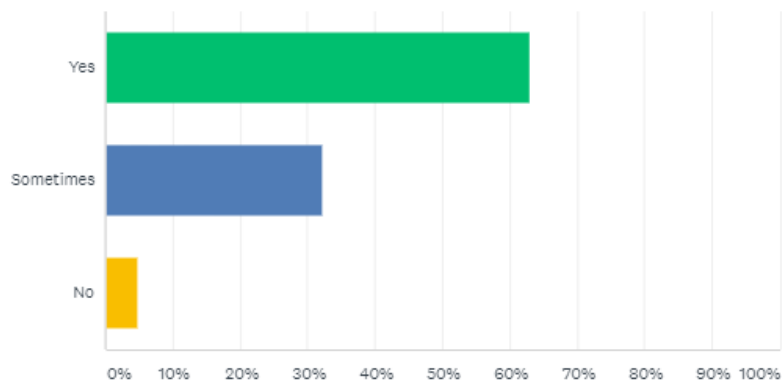
ANSWER CHOICES	RESPONSES	
Yes	93.55%	58
No	6.45%	4
TOTAL		62

Figure 12 shows possibility of new learning

Learning out of social media to educate oneself expands the use of social media communication through extension. From the survey results, it was found that 93.55% of the girls learn something new from social media every now and then. Videos, posts, articles and news on social media add on to their learning every once in a while.

Are you confident when using social media to communicate?

Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	62.90%	39
Sometimes	32.26%	20
No	4.84%	3
TOTAL		62

Figure 13 shows the level of confidence using social media

To have a good communication confidence is must. So, according to the survey results, 62.9% girls feel confident while communicating through social media. It is not must that it happens always, so 32.26% of the students feel confidence only at a few instances. While 4.84 do not feel confident at all.

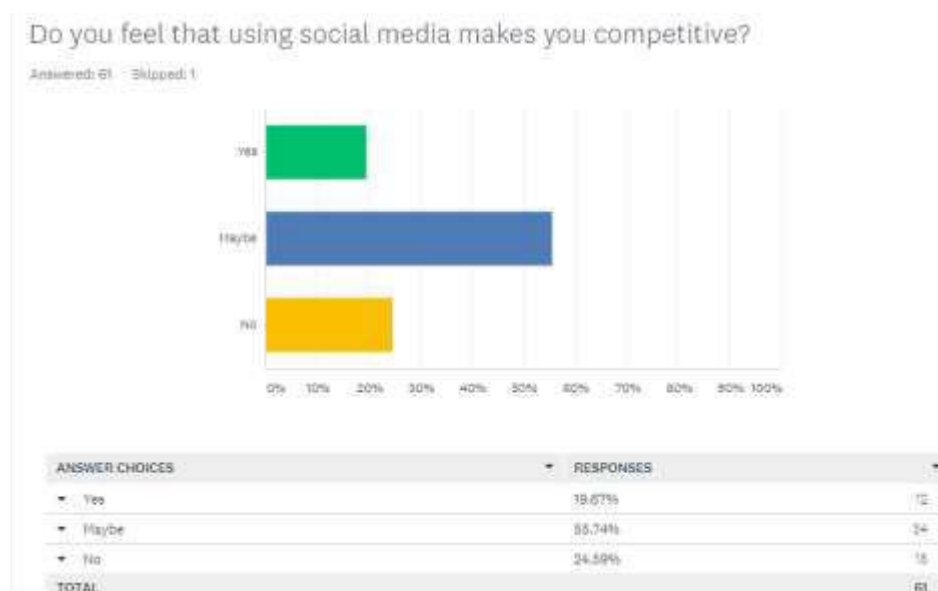


Figure 14 shows the feeling of becoming competitive after using social media

Social media advertises organizations and individuals who score high ranks in state, national or international examinations. In the current survey, the researchers tried to find out if girls were encouraged to compete with the rest in such examinations. 55.74% of the girls were not sure about it, but 24.59% girls declined it. Social media communication does make the rest 19.67% of the girls feel competitive.

CONCLUSION

Keeping in mind the hypothesis- College going girl students communicate through social media as a significant means of expressing emotions.

When asked to the college girl students which social media they were inclined to retrieve information for educational or learning purpose, the girls mentioned few familiar names,

- Wikipedia
- BYJU'S Learning App
- Khan Academy
- Duolingo
- www.scienceorg.com
- Edmodo
- Curiosity app
- Academic Earth, etc.

As per the results of the surveys, it can be noted that about 50% girls use communication through social media to express their emotions, which they feel is one of the necessary aspects of releasing what is there in their mind, not necessarily verbally or textually, but a mix of both. It was also found that close to 50% of them do not find the need of expressing emotions through social media as they don't feel comfortable or feel hesitant, or simply do not want to.

When it was closely analyzed the results of the survey showed the following statistics-

- Above 50% girls voluntarily agreed that they use communication through social media to express emotions
- More than 90% girls claimed that their friends express their emotions by communicating through social media (which means a more larger population is inclined to expressing emotions through social media)
- In the end the girls were more or less content or satisfied by the use of communication through social media as a means of expressing emotions.

The survey results overall oppose the general mentality of social media being deprived of emotions. Hence, it can be said that the hypothesis framed it true. College going girl students **do** communicate through social media as a significant means of expressing emotions. As every coin has two sides, it was also found that even though the results show that education is upgraded through social media, the use of social media depends on the way the individual uses it to extract learning from it. More than 90% girls claim that they learn something from social media, but a large number of girls also feel that face to face communication has decreased. Over all, the girls are not sure if their

communication skills have increased due to such communication. But from the results of the survey it can be understood that learning something out of communication through social media, is relative.

RECOMMENDATION

It can be considered that this research paper is a pilot to further study to see if communication through social media is an effective way of expressing emotions. And if not, how can it be made effective.

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