

# Piloting Social Transformation:

## An Innovative Approach in Mass Education

Virtual Presentation

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# Piloting Social Transformation: An Innovative Approach in Mass Education

## Introduction:

- Taboo- a restriction or prohibition on people, places or objects by social customs.
- Various taboos against women
  - Menstruation
  - Homosexuality
  - Oppression of women
- Technology utilized by content creators and users to impact the masses
  - You Tube - Advertisements, Short films
  - Instagram

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## Review of Literature:

- William M. O'Barr
  - Traditional and global values in India with reference to product brands and taboo of sex and non vegetarian food
- Fritzi Marie Titzmann
  - Taboo of live in relationships with reference to a tea brand in India
- Maitrayee Chowdhari
  - Gender bias in representation of women in Indian advertisements
- Subhas Singha Roy
  - Biased projection of women in Indian media

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## Review of Literature:

- Magdalena Hensoldt-Fyda
  - Comparative study on Cultural taboos in India and America
- Noraien Mansor and Normaliza abd Rahim
  - Adoption of You Tube and Instagram as new media technologies adopted for public education
- Ftoon Ahmad Othman
  - You Tube as a technology in higher education
- Burhanettin Keskin
  - Response to You Tube videos as positive, negative or neutral

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## Research Questions:

- Which taboos are more popularly adopted by Indian advertisers, short film makers and Instagram artists?
- What is the visual strategy adopted to represent these taboos?
- What do likes, dislikes and comments indicate about social change

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## Research Methodology:

- Qualitative enquiry resorts to phenomenological research through observation, reviewing text and watching videos
- Sample of ten case studies for three taboos (menstruation, homosexuality and oppression of women)
- You Tube and Instagram as resources for advertisements, short films and artist profiles
- Content analysis to understand visual strategy
- Analysis of viewership count and number of likes and dislikes
- Analysis of relevant comments

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## Results:

- Substantial growth in adoption of taboo themes in the current decade
- Advertisements and short films have increased viewership count and profiles have increased followers
- In all case studies, likes outnumber dislikes
- Visual strategy for representation is more earnest and bold as opposed to hesitant and humorous approach in past

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## Discussion:

- Instagram profiles have creative names rather than real identities posing problems for data collection
- No information on profile launch date
- Gap in release of advertisements and short films and their online publishing
- Duplicity in videos as You tubers also publish apart from official channels
- Gender bias cannot be deciphered for likes and dislikes



# **Piloting Social Transformation: An Innovative Approach in Mass Education**

# **THANK YOU**

## **Presenter Profile:**

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