

International Conference On Sociology of Social Media

Organized By Department of Sociology, USTM
In Association with FLAIR, New Delhi
Venue: USTM, Techno City, Khanapara, Kling Road
Baridua, 9th Mile, Ri-Bhoi, Meghalaya
Mode of Conference: Online

Date: 3rd April, 2021
Programme Schedule

Inauguration:

Prof. A C Talukdar , Dean, School of Social Science and Humanities, University of Sciences and Technology, Meghalaya	Welcome Speech	10am-10.05am
M Hoque , Hon'ble Chancellor, University of Science and Technology, Meghalaya	Chief Patron	10.05am-10.15am
Prof. G D Sharma , Hon'ble Vice Chancellor, University of Science and Technology, Meghalaya	Presidential address	10.15am-10.25
Prof. Abdul Matin , Former Professor and Chairman, Department of Sociology, Aligarh Muslim University, Aligarh & President, FLAIR, New Delhi	Key Note speech	10.25am-10.45am
Prof. Velikaya Natalia Mikhailovna , Deputy Director for Research Institute for Socio-Political Research of the Federal Research Sociological Center of the Russian Academy of Sciences	Guest of Honour	10.45am-11.05am
Prof. Shalendra Sharma , Associate Vice-President (Academic Quality Assurance & Internationalisation) Lee Shau Kee Foundation Chair Professor of Political Science, Lingnan University, Hong Kong	Chief Guest	11.05am-11.25
Dr. Nabarun Purkayastha , HoD, Department of Sociology, University of Science and Technology, Meghalaya	Vote of thanks	11.25am-11.30

Tea Break

11.30-11.40am

Technical session: 1 (11.40-1.15pm)**Chairperson:** Prof. Abha Chauhan, Professor & Head, Department of Sociology, University of Jammu, Jammu & Kashmir, India**Moderator:** Dr. K Aye, Assistant Prof. Dept. of Sociology, University of Science and Technology, Meghalaya**Rapporteur:** T Baruah, Ph.D Scholar, Dept. of Sociology, University of Science and Technology, Meghalaya

Name	Topic	Time	Email id
Dr. Sameeksha Sharma Data Scientist/ Analyst, University of Texas at Arlington, USA Alumna & Prof. Abdul Matin, Former Prof. Dept. of Sociology, Aligarh Muslim University, Aligarh	Social Media Use of elderly: A systematic Review	11.40am - 11.50am	
Sofia Tsourlaki, PhD Researcher, Department of Religions and Philosophies, SOAS University of London	Social Media and Islam: Sociological and Spiritual Implications	11.50am - 12pm	tsourlaki@gmail.com
Dr. Ankita Dutta , Independent Researcher Ph.D, Centre for Political Studies, Jawaharlal Nehru University, New Delhi	Role of Social Media as a Determinant of Electoral Outcomes: A Comparative Study of the 2016 and 2021 Assam Assembly Elections	12pm - 12.10pm	ankita.dutta3@gmail.com
Sujata charan, Research scholar, Sociology, Mohan Lal Sukhadia University, Udaipur, Rajasthan.	Social Media and Gender Construction	12.10pm - 12.20pm	sujatacharan@gmail.com
Samikshya Madhukullya, Ph. D Scholar, Department of Sociology University of Science and Technology, Meghalaya	Making of Masculinities: With Special Reference to Visual Media (Advertisements).	12.20pm - 12.30pm	shreyosmita@rediffmail.com
Dr Mohamed Musthafa KT, Assistant Professor, Dept of Sociology, Farook College (Autonomous), Calicut-Kerala	Role of Social Media to connect Migrants to Home town: A study based on Kerala Gulf Migrants in United Arab Emirates	12.30pm - 12.40pm	mohamedmusthafakt@gmail.com
Nelofar Ara ¹ , Sukanya Das ² ¹ Research Scholar, Department of Sociology, Lovely Professional University, Phagwarda, Punjab ² Asst. Prof, Department of Sociology, Lovely Professional University, Phagwarda, Punjab	Media: A tool to Speed-Up the Process of Women Empowerment	12.40pm - 12.50pm	nelofarara2017@gmail.com
Shweta, Ph.D. Scholar, Department of English, FMeH, Manav Rachna International Institute of Research and Studies, Faridabad Dr. Swati Chauhan, Associate Professor,	Position of Women Characters in Indian Hindi Films and in Selected Novels of Anita Desai	12.50pm - 1pm	shwetachauhan.rajput@gmail.com

Department of English, Manav Rachna International Institute of Research and Studies, Faridabad			
Dr. Syed Nadeem Fatmi, Assistant Prof. Department of Sociology, Aligarh Muslim University, India & Suhail Ahmed, Ph.D Scholar, Department of Sociology, Aligarh Muslim University, India	Social Media, Political Behavior and Discourse in a Democracy	1pm - 1.10pm	suhailwithyou8@gmail.com

Technical Session: 1 A (11.40-1.15pm)

Chairperson: Prof. C S Verma, Giri Institute of Development Studies, Lucknow (UP) India

Moderator: B I Laskar, Associate Prof. Dept. of Sociology, University of Science and Technology, Meghalaya

Rapporteur: Alisha Marba Rani, Ph.D Scholar, Dept. of Sociology, University of Science and Technology, Meghalaya

Name	Topic	Time	Email id
Soumodip Sinha, PhD Scholar, Department of Sociology, Delhi University	Social movements, social media and student politics – reflections from key literature, methodological considerations and empirical observations'	11.40am - 11.50am	soumodipsinha@gmail.com
M Hasan Laskar, Assistant Prof. Dept. of Sociology, University of Science and Technology, Meghalaya, India	Social Media and Mass culture in the Era of advanced industrialization	11.50am - 12pm	
¹ Abul K Azad, ² Sahadeva Singh, and ³ Kalyan Mandi Assistant Professor, School of Agricultural Sciences, GD Goenka University, Gurugram; Associate Dean, School of Agricultural Sciences, GD Goenka University, Gurugram; PhD Scholar, ICAR-NDRI, Karnal, Haryana	Impact of Social Media on Agriculture	12pm - 12.10pm	abulazad45@gmail.com
Anurag Hazarika, Ph. D Scholar, Department of Sociology, University of Science and Technology-Meghalaya	Commercialization of Traditional Food and the Role of Social Media	12.10pm - 12.20pm	anuraghazarika2@gmail.com
Dr. Ahrar Ahmad Lone, Assistant Professor Department of Sociology, Lovely Professional University, Punjab, India	Role of Information and Communication Technology (ICT) in Globalizing Rural India	12.20pm - 12.30pm	ahrarlone@gmail.com
Dr Rohidas Mondal, Assistant Professor of History, Dr B.N. Dutta Smriti Mahavidyalaya (BU)	A Study on the Impact of Social Media on Dalit in India	12.30pm - 12.40pm	rohidasmondal@gmail.com

Dr. Madesha A, Assistant Professor of Sociology, Government First Grade College, Manki, Honnavara Taluk, Uttara Kannada-581348, Karnataka	The role of the Social Media in the Social responsibility: Sociological Perspective	12.40pm - 12.50pm	madeshamadhu@gmail.com
Shewani Kumari ¹ , Dr. Sukanya Das ² ¹ Research Scholar, Department of Sociology, Lovely Professional University, Punjab ² Assistant Professor, Department of Sociology, Lovely Professional University, Punjab	Impact of Social Media in the Borderland of Jammu and Kashmir	12.50pm - 1pm	shewaniveer@gmail.com
Firdaus Qamar, Research scholar, Department of Linguistics, Aligarh Muslim University Aligarh U.P	Impact of social media on political campaigning	1pm - 1.10pm	firdaus8527@gmail.com
Rubee Das, Ph.D Scholar, University of Science and Technology, Meghalaya	A study on Role of social Media as a tool for Social movement during the protests against CAA in India	1.10pm - 1.20pm	rubpppd@gmail.com
Ajay Kumar Sinha, Member Secretary and Executive Director, FLAIR, Delhi	Political Economy of Social Media and online Gaming	1.20pm - 1.30pm	ajay.s@flairindia.org

Lunch Break: 1.30pm-2pm

Technical session: 2 (2pm-4pm)

Chairperson: Dr Yatan Pal Singh Balhara, Additional Professor of Psychiatry, All India Institute of Medical Sciences (AIIMS), New Delhi, India.

Moderator: Dr. Nabarun Purkayastha, Assistant Prof. Dept. of Sociology, University of Science and Technology, Meghalaya

Rapporteur: Vinitoli Zimomi, Ph.D Scholar, Dept. of Sociology, University of Science and Technology, Meghalaya

Name	Topic	Time	Email id
Dr Kanika Panwar, Assistant Professor, Department of Sociology, Sardar Patel University of Police, Security & Criminal Justice, Jodhpur	Social Media and Protest Movements: Internal Security Experience	2pm - 2.10pm	kanika@policeuniversity.ac.in
Dr Sonia Aneja, Assistant Professor, Department of Law, University of Jammu	Social Media and Freedom of Speech and Expression in India	2.10pm - 2.20pm	soniaaneja01@gmail.com
Dr. Asfiya Karimi, Guest Teacher, CPECAMI (Bridge Course), Aligarh Muslim University, Aligarh-202002(U.P.)	Social Media and Artificial Intelligence with Specific Reference to the E. Governance	2.20pm - 2.30pm	asfiyainindia@gmail.com

	Programme of India		
Saddam Husain, Research Scholar, Department of Political Science, Aligarh Muslim University, Aligarh, U.P, India	Shifting Paradigm of Power Politics in India: Impact of Social Media	2.30pm - 2.40pm	husainsaddam007@gmail.com
Mallikarjun Chandrakant Budge, Research Scholar, Dept. of Sociology, Gulbarga University, Kalaburagi, Karnataka	Digitalization in India and Social Media	2.40pm - 2.50pm	mallikaarjunp@gmail.com
Prof. Abdul Matin, Former Prof. Dept. of Sociology, Aligarh Muslim University, Aligarh Dr. Aminul Haque, Assistant Prof. Dept. of Business Administration, AMU Center, Jangipur, Murshidabad Mr. Asif, Assistant Prof. Dept. of Law, AMU Center, Jangipur, Murshidabad	Social Media Platform is a tool to deliver Health services_ Consumer Awareness from Social Science Perspective	2.50pm - 3pm	amatinamu@gmail.com , draminulhaqueamu@gmail.com , email2asifalig@gmail.com
Shagufta Anjum ul nisa Bhat, Ph.D scholar, Department of Law, University of Jammu	Social Media and the right to privacy	3pm - 3.10pm	shagufta.anjum1900@gmail.com
Paraj Baigsen, MPhil Scholar, Dept. of Sociology, Vidyasgar University	Culture Industry and Presentation of the Self in Social Media	3.10pm - 3.20pm	parajbaigsen@gmail.com
Debayanti Bhowmick, M.Phil Scholar, The Centre of Social Medicine and Community Health, Jawaharlal Nehru University, New Delhi	Understanding the Causes of Under-reporting of Sexual Assaults Using Social Media Responses	3.20pm - 3.30pm	debayantibhowmick@gmail.com
Mahera Imam, Research Scholar, Department of Women's Studies, Bharathidasan University Trichy-620024	A Theoretical Understanding of Cyber-Violence against Women on Social-Media	3.30pm - 3.40pm	maheraimam8@gmail.com
Rishi Chakravarty Research Scholar, Maniram Dewan School of Management, Krishna Kanta Handique State Open University, Guwahati, Assam Nripendra Narayan Sarma, Professor, Management, Maniram Dewan School of Management, Krishna Kanta Handique State Open University, Guwahati, Assam.	Customer Engagement and new age communication tools-insights from hierarchy of effect models	3.40pm - 3.50pm	rishi.chakravarty2020@gmail.com nnsarma@kkhsou.in , nripendransarma@gmail.com
Harry Research Scholar, Department of Sociology, Lovely Professional University, Punjab-144411	Role Portrayal of Gender Advertisements on society: A Sociological Study from Jalandhar district	3.50pm - 4pm	kaurherry75@gmail.com

Technical session: 2 A (2pm-4pm)**Chairperson:** Prof. A C Talukdar, Dean, School of Social Sciences and Humanities, University of Science and Technology, Meghalaya**Moderator:** Saikat Mazumder, Assistant Prof. Dept. of Rural Development, University of Science and Technology, Meghalaya**Rapporteur:** T Baruah, Ph.D Scholar, Dept. of Sociology, University of Science and Technology, Meghalaya

Name	Topic	Time	Email id
Madhuparna Karmakar, Ph.D Scholar, School of Women's Studies, Jadavpur University, Kolkata -32	First generation female students in higher education – Gendered experience through social media	2pm - 2.10pm	madhuparna2015@gmail.com
Wahengbam Rojenn, Asst. Professor Multimedia and Mass Communication, Patkai Christian College	Impact of Social Media on Entertainment Industry and their Mediated Culture: a study among the students of Patkai Christian College, Chumoukedima-Seithekiema, Nagaland	2.10pm - 2.20pm	rojenn3@gmail.com
Anwasha Hazarika, M.Phil Scholar, KKHSOU, Assam, India	Social Media and beautification applications: Its impact on women	2.20pm - 2.30pm	anweshahazarika9@gmail.com
Natasha Anand, PhD Research Scholar, Department of English, IGNOU	What Comprises a 'Real' Man? The Linguistics of Hegemonic Masculinity in Selected Print Advertisements for Men's Fragrances	2.30pm - 2.40pm	emailing.natasha@gmail.com
Madhuri Rajput, Ph.D. Research Scholar, Dept. of Sociology, University of Jammu	Social Approval through Social Media	2.40pm - 2.50pm	madhurirajput28@gmail.com
Mrs. Mamoni Hazarika, Assistant Professor, Department Of Education Purbanchal College Silapathar, Dhemaji, Assam	Role of Social Media for Improving Social Intelligence of the Adolescents	2.50pm - 3pm	mamonihazarika140@gmail.com
Heema Kumari, Teaching Assistant, Department of Sociology, Bhaskar Degree College	Social Media and Gender Construction	3pm - 3.10pm	hemadutt777@gmail.com
Mustafizul Haque, Research scholar, Dept. of Arabic, Assam University, Silchar	Rise of Feminism in the Arab World through Social Media	3.10pm - 3.20pm	mustafiz.nadwi16@gmail.com
Md Samsuddin, Research Scholar, Dept. of Arabic, Assam University: Silchar	Social Media and Social Awareness	3.20pm - 3.30pm	mdshamsuddin2011@gmail.com
Rohini Dabgotra, Research Scholar, School of Humanities, Lovely Professional University, Punjab, India	Social Media: A Boon or Bane	3.30pm - 3.40pm	rohini.dabgotra@gmail.com

Anshu Bhatt, Assistant Professor, Harayana Government	Impact of Social Networking Sites on the Study of the students	3.40pm - 3.50pm	anshubhatt2012@gmail.com
Kauser Naz, Aryavart Institute of Higher Education, Lucknow, Uttar Pradesh	Social Media and Religion	3.50pm - 4pm	kausernaz@gmail.com
Priyanka, Assistant Professor N. K. B. M. G. College, Chandausi	Social Media and Loneliness	4pm-4.10	priyankagpt760@gmail.com
Dhirendra Kumar Sahoo, Ph.D. Sociology, School of Social Sciences, University of Hyderabad, Hyderabad-500046, Telangana, India	Mapping Digital Technology and Social Media: The Impact of the ICTs on Youth in Odisha	4.10pm - 4.20pm	litudhirendra@gmail.com

Tea Break: 4.20pm-4.30pm

Valedictory Function

M Hasan Laskar , Assistant Prof. Dept. of Sociology, University of Science and Technology, Meghalaya Secretary, Organizing Committee	Rapporteur's Report of the Conference	4.30pm-4.50pm
Prof. Humayun Bokth , Prof and Head, Department of Sociology, Assam University, Silchar	Guest of Honour	4.50pm-5.10pm
Prof. Maitrayee Chaudhuri Professor, Centre for the Study of Social Systems, (CSSS) Jawaharlal Nehru University (JNU), India	Chief Guest	5.10pm-5.30pm
B I Laskar , Associate Prof. Dept. of Sociology, University of Science and Technology, Meghalaya	Vote of thanks	5.30pm-5.40pm

M Hasan Laskar
Assistant Prof. Dept. of Sociology
University of Science and Technology,
Meghalaya, India
Secretary, Organizing Committee