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RC- 13 Science, Technology and Society

No. 1

**Communication and Sexuality:
A Study of the Influence of Technology on Our Personal life and Sexuality
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Abstract

This paper focuses on the role and influence of technology on our relationships- personal life and sexuality. With the advent of electronic communication the pattern of our communication has changed drastically over the last few years. Today we heavily rely on social media, text messaging, emails, skype etc. for communication purposes. Now a days the connection between sexuality, communication and technology has become indispensable and this indispensability has its own pros and cons.

My objectives in this paper are as follow: The first objective is to analytically interrogate the connection between technology, communication and sexuality and explain the pattern of influence of technology on our personal life. The second objective is to explain the pros and cons of the changes brought in our personal life through technological developments. The third objective is to discuss various theories related to sexuality and thus explain the role of technology pertaining to the above-mentioned issues. The last objective is to discuss the perception of people from different age groups about the influence of technology on their personal life and sexuality. This paper has used mixed methodology to study the influence of technology on our personal life among 25 respondents of both gender from of Kolkata.

Defining the Perceptions of Alienation and Victimization Among the Call Centre Workers in Kolkata

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Abstract:

Cost cutting and the profit making are the two foremost important objectives in outsourcing the business process to the Call Centre. India is no exception. For the leading multinational Business Process Outsourcing (BPO) companies there are many reasons for coming to India which holds the premier position in offshoring business process. But this apparent potential benefit of outsourcing to India does come with a high degree of risks for the workers. Instead being assets as Human Resource (HR), workers emerge as victims due multiple reasons. This research attempts to explore how the workers, becoming victimized by both the corporations and the State, experience alienation and how they perceive and rationalize alienating work experiences. It will also initiate an investigation to what extent the Management protects the employees. This investigation applies multi-method technique, based on data to be collected through semi-structured questionnaires and face-to-face discussion with respondents sampled purposively. This academic-effort offers a scope to minimize the risk of victimization that lies in the policies taken by the major companies that outsource the business process to Indian shore.

Use and Addiction to Mobile Phones among Rural Youth: A Sociological Investigation in Malda District

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This study has three objectives achieve: (a) to discover the general pattern of usage of mobile phones by the rural college students in Malda Districts, (b) to understand the role of mobile phones as inhibitor or facilitator of communications, interactions, and relationships and finally, and (c) to discover that how much rural college students addicted on mobile phone. the present study tries to explore the different dimensions of mobile phone usages and addiction among rural college students

In this study 6 rural students from each college have been selected from by purposive sampling in Malda district. The District has 10 under graduate college. The total sample size is therefore 60. Primary data has been collected from the respondents with the help of an interview schedule. Secondary data is collected from other sources, like printed and electronic journals .

It can be anticipated that the rural students are using mobile phones for academic purposes. The students contact their teachers, friends for educational propose. They also contact their relatives, friends and parents with the help of mobile phones. Mobile phones are now playing a major role in rural college student's daily lives. Mobile phones are more a facilitator, rather than an inhibitor, of building social relations, and associated virtual community groupings. Mobile phones have become a marker of the personal identity of today's young generation.

**TECHNOLOGY AND FOOD:
A SOCIOLOGY OF FOOD PERSPECTIVE**

By

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ABSTRACT

Today's contemporary society is characterized by a remarkable presence of technology, affecting the way we eat, cook, and think about food. The world has become smaller making us more open to trying new things. The internet is flooded with the increasing popularity of exotic world cuisines, vegan food culture, low calorie-high protein consumptions, increased health and nutrition on one hand, and the growing popularity of frozen, ready-to-eat and instant foods on the other hand. Home appliances and kitchen tools like microwave, roti maker, rice cooker, air fryer, coppers, blenders, grinders, and slicers have also changed the way we cook food at home. The idea of sharing food photos online has begun to dominate the world of participatory technology. Food is no longer seen just as fuel for the body: it has become a currency that can be traded online for social status. People are more conscious about what they eat, and how their food look like.

This article explicate the impact of technology on our choices of food, the way we cook at home, the way we eat and look at food and the various changes in food culture, tracing both its positive and negative effects.

5.

The Use of mobile phone among the college students (Girls): A Sociological Analysis

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ABSTRACT

After the invention of telephone, the mobile phone has become a revolution in this area. Hardly there is any one who does not use the mobile phone. Its popularity particularly increased after the appearance of the android phones. Many tasks have become easy by virtue of the internet on mobile phone.

In this research paper an attempt has been made to analyse the views of college students (girls) about the using of mobile phones. What are their attitudes towards the mobile phones? Are they frequently using mobile phones? If yes, what is the condition? Are they accepting mobile as part of their life? Are they well aware about the curses of mobile phone? If yes, what do they do to minimise those curses? This study is based on a sample of 100 college students (girls) (UG and PG level) of Ramji Sahai P. G. College, Rudrapur – Deoria (UP). For collecting of primary data, a semi-structured questionnaire and face to face interview techniques were used. Secondary data were also used to substantiate our analysis and findings.

6.

Tech-Savvy or Tech Slave: Social Media

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Abstract:

The present society is so dependent on technology that it is almost impossible to imagine that anybody could carry out the daily life without the use of any modern gadgets and its dependency. The time taken for accessing information, feeling and responding has changed tremendously. Physical connectivity which was very essential for the emotionally distressed and accomplished happiness has changed significantly. The distance between the parties involved in connectivity has increased and the number of people being connected also has increased. As a result, the basic and essential requirement for being connected is the modern gadgets which enable one to be part of this system into which is integrated.

The issues discussed in this paper are the time, space and emotions with reference to generations and the contents of connectivity with reference to speed and length of message. However, with all these changes the ultimate feelings, emotions, the character of people, security concerns, have they remained the same? With these changes, are we moving towards new levels of structure or towards structuration (Giddens), or is it warranting new preparedness of integrated connectivity both from the micro group levels beyond macro perspective

7.

**Evaluating access to Digital technology among Dadan workers:
An Exploratory Study of construction Industries**

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ABSTRACT

Some sociologists have directed their attention towards the structures of formal or informal skilled labourers who are using digital technology in the construction industries. *Dadan* system in West Bengal is widely used by a *Mahajan* who controls the weavers under the 'oral contract'-- known as 'Dadan' in the working place.

The specific objectives of this study are: i) to know whether the workers use digital technology or not; ii) to find out what kind of digital technology is accessed by them, and, iii) to know the purposes for which they access this technology. This paper is based on mixed methods. The primary data was collected through purposive and snow-ball sampling. The sample size of this study is 50 respondents who are working in construction industries. The paper has also utilised the secondary sources such as journals, articles, reports, books, working papers, and the internet.

My findings show that the use of digital technologies in construction industries is driven by a number of forces which often have conflicting rational and goals. It also assimilates unskilled Dadan labourers into their community by virtue of the latter's using digital technology.

8.

**PRACTICE OF SURROGACY IN INDIA:
A MORAL ISSUE OR AN EXPLOITATIVE ACT?**

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With the growth of technological assistances for reproduction, the traditional idea of “motherhood” is undergoing change. Motherhood, which was previously exercised by a single woman, now-a-days has split up into three distinct roles of genetics, gestation, and social motherhood, and is undertaken by two or three women. A surrogate mother commits to rear the embryo of another woman for varied reasons.

The present study has the following objectives: First, to explore whether the practice of surrogacy is emerging a significant trend of commodified motherhood in India; second, to analyse the varied forms of social stigma faced by the surrogate mothers ; and finally, to review the economic, legislative and psychological dimensions of the surrogacy practices in order to explore whether it is a moral or an exploitative practice.

The study is conducted on the basis of a mixed method. Primary data has been collected from a sample size of 10 people in the age group 31-39, comprising both male and female. Previous studies and reports on surrogacy and associated issues have been also used to analyse and interpretate the primary data.

9.

Proliferated access to sexually explicit material online:
A sociological appraisal

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ABSTRACT

In contemporary culture and academia, pornography has been a highly celebrated topic of discussion, with dialogues both on the "anti-porn" views and the "anti-anti-porn" perspectives. In most viewpoints, porn is taken to be something innocuous, something that exists but does not matter. However, needless to point out, pornography does not only matter in our lives and culture, but it helps us build our opinions on sex and sexuality. The pervasiveness of the "porno-chic", in contemporary lives, should not only be understood as a pass time for the lonely and the horny. Rather pornography should also be looked at as a multibillion dollar industry in the information capitalist society, making people rethink their own identities as individuals, partners and civilization as a whole within the contexts of consequences the porn industry produces, impacting on the lives of all.

My major objectives in this paper to raise and answer three main questions: First, is pornography merely a pass time, or it helps the youth get educated on sexuality? Second, does pornography only proliferate atrocities against women? Finally, does it not help us to form our views on sexual fluidity?

I would be conducting a survey among 30 youth, aged between 18-25, in order to gather a deeper understanding of how pornography leads to an intersectionality of sexism, heterosexism, and ageism.

10.

**ICTs in Farming Practices in India:
Hopes, Utopias and Contradictions**

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ABSTRACT

The stimulus to dwell upon the question of ICT-led information propagation in the agriculture sector was the evident laggardness of the traditional sectors in reaping the benefits of mobile telephony and internet connectivity despite the fact that Indian telecommunication network boasts the status of being the second largest in the world, offering the cheapest call rates and the third largest internet base in the world. The farming sector in India remains far removed from the telecommunication revolution. The technocrats and bureaucrats hail ICT tools and the dissemination of information regarding better farming practices as the harbingers of agricultural productivity. Factors such as low literacy, poor economic status, neglect and lack of awareness on the part of the farmer were cited in the responses of the stakeholders from the non-farming community as the major barriers to the diffusion of knowledge. However, the question of low IT penetration in rural areas and digital divide has been posed time and again. To this array of questions, the study adds another set of questioning the commitment towards leveraging the ICT potential in the interest of the farmers from all strata of the society at the policy and institutional level. The narratives underscore the need for designing an implementation framework consisting of enabling interfaces and appropriate technologies to begin with.

11.

ISS Membership applied for

**IMPACT OF SOCIAL NETWORKING SITES IN THE
CONSTRUCTION OF MASCULINITY**

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Adolescent boys spend most of their leisure time in accessing social networking sites in contemporary society. The social media produces a profound impact on their everyday lives which helps in developing their notions of male identity or masculinity. In this light the present paper mainly explores how adolescent boys develop and construct their notions of masculinity by accessing and engrossing in social networking sites (viz. *Whatsapp, Facebook, Instagram, and Twitter*).

The present paper studies 20 adolescents, aged between 16 and 18 years, who study in high schools (Class XI and XII) and reside in Kolkata. Primary data has been collected by semi-structured questionnaire and face to face interview on the basis of convenience and snowball sampling techniques.

Indications are that majority of adolescent boys affirm that they spend most of their leisure time in using the social media either to chat with their friends and lovers on issues like intimacy and sexuality, or to make friends with strangers in order to reduce their loneliness. Social networking sites provide a solace for the adolescent boys to escape from the hectic and mundane life and remain engaged in a different world of entertainment which helps in developing notions of masculinity.

12.

**SURROGACY AND THE GRATIFICATION OF MOTHERHOOD:
A SOCIOLOGICAL EVALUATION**

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Of all the rights of women, the greatest is to be a mother. Childlessness is a social crisis which challenges womanhood in India. Surrogacy occurs when a woman who carries a child for an infertile couple. Traditional, gestational, commercial, altruistic-are the four types of Surrogacy. Fertility emboldens prestige and status whereas infertility invigorates inauspiciousness, curse and her active exclusion from socio-religious ceremonies.

The commercialization and advertisement of surrogacy has raised black market and baby selling. Cheap medical facilities, advanced reproductive technological know-how and lack of regulatory laws, are responsible for industrialization of surrogacy in India. The *Akansha Clinic of Anand* "Cradle of world" is encouraging foreign clients along with Bhopal Test Tube Baby Centre among others. However, India passed Surrogacy Bill from 1995. Surrogacy (Regulation) Bill 2016 encourages altruistic surrogacy and bars commercial surrogacy. The cost of Surrogacy in India is \$35000, whereas it is \$100,000 in abroad. The success rate varies from 25% to 80% depending on frozen or fresh embryo to 2 cycle treatment.

Against this background the present paper modestly attempts to present a theoretical overview of the present scenario of surrogacy in India.

13.

FAMILY IN RURAL INDIA: ASSESSING THE IMPACT OF MODERNIZATION AND TECHNOLOGICAL ADVANCEMENTS

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ABSTRACT

The interaction between society and technology has been a subject of wide-spread sociological interest. The development in technology brings changes in social environment and individuals have to adopt to it through modification of their customs and traditions. Rapid changes in the society are closely related to the new modes of production, new standards of living, new techniques and inventions. Family is an institution which is found in all human societies. In spite of many changes in the organization and structure of human society no other agency can substitute the role and functions of the family in providing emotional and material support to its members, particularly the children, the old and the handicapped. It has tremendous influence on individual behaviour, and action. Family system in India has not only undergone changes due to the pressure of economic forces, social mobility and urbanization, but has also contributed to the process of economic modernization and technological advancement. Present study is intended to identify new technological inventions in rural India and how these technological changes have affected the family.

14.

FEMINISM, FASHION AND BODY MODIFICATION

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Fashion was regarded primarily as an instrument of oppression in which women were turned into passive objects of male gaze. Simon de Beauvoir in his book 'The Second Sex' argued that "the purpose of the fashions to which (women) is enslaved is not to reveal her as an independent individual, but rather to offer her as prey to male desire, thus society is not seeking to further her projects but to thwart them...." The present research aims to highlight how do women get enslaved and also at the same time empowered by the fashion industry? What is the role of technology in this regard? The method in this study will be mixed method. Empirical study will be done with 30 respondents within the age group of 20 to 35. The primary data gathered will be supported with secondary data as available in books and journals.

Women's bodies are texts upon which cultural codes of femininity are produced and contested, as female body projects involve either the ongoing maintenance of hegemonic ideology about femininity or the conscious attempt to subvert patriarchal ideologies through bodily resistance or both. Body modification is the process by which culture is inscribed upon or performed through the body in everyday practice.

15.

ISS Membership applied for

**CYBER BULLYING AS A CONTEMPORARY SOCIAL ISSUE:
A STUDY OF THE YOUTH MOBILE USERS IN KALIMPONG**

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Abstract

In recent years, the issue of cyber bullying has become one of the most discussed social problems due to the increasing popularity of mobile devices and social networks among teenagers. The proposed research paper, therefore, aims to identify the effects of cyber bullying on the behaviours of victims, the differences between the traditional offline bullying and cyber bullying, and the preventive measures and intervention techniques for cyber bullying. The research was conducted among 60 teenagers in Kalimpong hills, which is taken as the sample for the study. It is based on convenience sampling.

Findings indicate that one in every ten teenagers has been the victim of cyber bullying at least once. It is emerging as a serious problem which causes the victim to feel alone and overly self-conscious, along with the possibility of committing suicide. Due to rapid globalization, cheap mobile phones, easy access to internet, and virtually no law to stop cyber bullying, the problem has become serious. Therefore, this research paper focuses on the need for further in-depth research addressing issues of power, motivation, and repetition in cyber bullying episodes and the introduction of stricter laws to prevent the growing number of such cybercrimes.

16.

**Is Technology Labour Saving?
Exploring the Gender-Technology Debate in the Households of Kolkata**

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ABSTRACT

The domestic or the private sphere is hardly problematized in Science and Technology studies in India. The mainstream studies on technology do not take into account the notion of the domestic space, a space which is assumed to be occupied by women. Even feminist technology studies in India (and these are very few in number) have not given any importance to the issue of household technologies and how these technologies are embedded in our everyday lives. The raised standards of patriarchal ideologies have glorified the notion of women as successful homemakers embracing housework as an expression of caring domestic labour. In India, time has come to assess how gendered cultures and availability of new technologies affect the time and the labour (including division of labour) at home. This paper is an attempt to explore these pertinent questions through in-depth interviews and narratives of women from households of Kolkata, who are educated, married but not in paid jobs, belonging, by definition, to the elite section of the society. Analysis reveals that technological innovation at home does not reduce the time and labour spent on housework by women. It thus confirms that mere presence of technology does not reduce housework burden of women.

ISS MEMMBERSHIP APPLIED FOR

17.

ROMANTIC RELATIONSHIPS: ACASE STUDY OF THE TEENS

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ABSTRACT

Today in twenty first century, it's very difficult to imagine a life without technology because technology plays a very significant role in our day to day life. Technology has changed the way of our life style. But the way technology is used today by teenagers is completely different from the way it was used twenty years ago. Technology provides various websites which are completely available round the clock and this helps to communicate with anyone around the whole world. Now in the twenty first century it has become very easy to make friends and also to find life partner for marriage in Internet. In this technological era there are various issues like on line dating, online chatting, on line marriage system, sexting, cyber-bulling etc. These are very common among teenagers.

The main purpose of this article is to show how technology plays important role in creating romantic relationships in virtual world along with its both positive and negative results. The empirical data has been collected through questionnaire and face to face interview methods from 40 respondents of both genders. The data show a clear trends that technology do help in creating and maintaining romantic relationships among the teens..

18.

ISS MEMBERSHIP APPLIED FOR

**IMPACT OF FACEBOOK ON SOCIAL LIFE:
A SOCIOLOGICAL INTERPRETATION**

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ABSTRACT

Educators and others are interested in the effects of social media on college and university students, with a specific focus on the most popular social media called Facebook. With over 950 million active users, Facebook is changing the way millions of people relate to, interact with and connect to one another and share information. A rapidly growing body of research has witnessed meteoric rise of Facebook, as social scientists go on assessing the impact of Facebook on social life. In addition, researchers have recognized the utility of Facebook as an instrument of observing social behaviour among recruited participants.

The article provides a general review of such issues as motivations for using Facebook, descriptive analysis of users, the role of Facebook in social interactions, privacy and information disclosure on various issues, identity presentation, and especially attitudes of the students themselves. Within the framework of information theory, electronics colonialism theory, and gratification theory this study will be based on 30 respondents from Jadavpur University studying in various courses. The data collection methods used for this article are face to face interview and participant observation.

19.

ISS MEMBERSHIP APPLIED FOR

Reconstruction of Inclusive Health Care: A Case of Telemedicine in India

Shivmohan

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ABSTRACT

The paper attempts to explore the role of telemedicine in the healthcare in India. the basic questions explored are: Has Telemedicine gained the importance after the emergence of the telecommunication technology? what are the potentials of such medicines to fulfil the needs of the mass populations in India? In the Indian context, people living in rural and remote areas are struggling to access timely, quality medical care, primarily because specialist physicians are concentrated in urban only. In this regard, Telemedicine holds great potential for reducing the variability of diagnoses as well as improving clinical management and delivery of health care services India by enhancing access, quality, efficiency, and cost-effectiveness. Methodologically, constructive approach has been applied to understand the co-evolutionary linkages of users and such technology in India. It is supplemented by secondary data, collecting from journals, government and companies report etc. The study would expect to find out possible solutions in the crisis of health care sector by adopting telemedicine technology at the large scale.

20.

ISS MEMBERSHIP APPLIED FOR

Impact of Information and Communication Technology (ICT) on the Socio-economic life of Tea Garden Community: A Sociological Study

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ABSTRACT

Information and Communication technology in development process can mean dealing with disadvantaged population like the rural people, tea gardens etc. anywhere in the world. Present day information is recognized as the fourth basic need of people after food, shelter and clothing. Knowledge and information are basic ingredients of food security and essential for facilitating development and bringing about social and economic change. Most of the people of the society, rural as well as urban, used diverse set of technological tools and resources in their day to day life. These technologies change the life style of the people. The people of the tea garden in Assam, for instance, are working in various types of services under the different tea companies. These people are in pitiable conditions and their socio-economic status is very low. The government and some tea companies introduced welfare and development oriented programs in developing this community. The researcher's venture is to find out how the information and communication technologies are working towards developing their socio-economic conditions. This researcher collected relevant data from two tea gardens of Amguri area under the district of Sivasagar using the simple random sampling method. The research design of the study is exploratory in nature.

21.

**COMMODIFICATION OF MUSIC:
BENGALI FOLK TRADITION AND ITS TRANSITION IN THE ERA OF
INNOVATION**

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The surge of capitalism is not merely confined to the realms of economy and economic activities of the citizens. It is felt cumulatively by the class of consumers in every walk of life. Moreover, with the innovation of a dozen of technical medium, the intensity of mechanical congruence is no less an alienating phase of economic commodification than the segment of the non-economic. Art and aesthetics that marked an arena of intellectual and cultural romanticism has been refashioned in the notes of economic benefits and realisations. Now with the increasing upsurge of mechanical communication, the expression and materialization of culture has taken on a new turn to superficiality in the name of variation. The growth of 'culture industry' in the contemporary society reflects the idea of Baudrillard when he observes that we have moved from a capitalist-productivist society to a neo-capitalist cybernetic order that aims at total control through simulations and consumerism. This paper thereby attempts to decipher the changing perspective of folk music performances and interests among the masses of Kolkata through focus group study.

NO. 22

ISS MEMBERSHIP APPLIED FOR

**Technology and Social Change in the Family:
A Sociological Perspective**

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Abstract

'Family' must be regarded as the oldest social institution and one of the most important form of human groups in our society. A man get his most significant educational, emotional, affectional and sexual experiences within the family. The family is the most vulnerable to the technology-led social changes. Technology is creating a situation leading to loss of family cohesion. But it has always survived, weathering the crises and accommodating to changes in the environment.

A major theme in sociological studies of the family is the relationship between the structure of the family and the process of industrialization. Industrialization entails mass production of goods in the factory system which involves some degree of mechanization which also bring changes in the family .

Today most of the families take the convenience of modern technology like smartphone, facebook, whatsapp, email, and other social networks. The internet, the world largest computer network, has revolutionized electronic networking. In this light the objectives of this research is to explore how modern technologies are affecting the social interaction among families and family members and how technology is causing a different types social change through its impact on the family as an important social institution.

23.

ONLINE SHOPPING: A SOCIOLOGICAL STUDY

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Modern Indian society is affected by the process of globalization. Its result is the rise of e-marketing or on-line shopping via Internet which is slowly affecting the lives of all of us. It offers a wide array of products under a single forum. Online shopping provides a lot of discounts. Though there are certain threats and dangers in it, but with the advent of cash on delivery online shopping has been increasing tremendously.

The present research aims to point out the causes of popularity of online shopping. Among others it includes exploring such issues as these: Is there a gender factor in it? What class factor is involved in it? What role does advertisement play in online shopping? How does technology enable its rapid circulation? What is the impact of online shopping on the youth? And so on.

The method adopted in this research is mixed method, and basically qualitative in nature. The respondents are both male and female belonging to the age group of 20 to 30. The primary data thus collected analysed will be explained with the help of secondary data as available in books and journals.

NO. 24

**INTEGRATION OF DIGITAL TECHNOLOGY IN HIGHER EDUCATION:
A CASE STUDY**

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Despite increased availability of digital technology, in both urban and semi-urban areas in West Bengal, relatively few centres of higher education intend to integrate them in the same state. Thus, the present study explores whether the institutions of higher education both in urban and semi urban locale of West Bengal are able to integrate digital technology. The study focuses on the two districts of West Bengal (Kolkata and PurbaMedinipur). This study is exploratory in nature as its aim is to look into the extent of integration of digital technology in higher education. Primary data was collected through face-to-face interview of the respondents. Interview schedules have been used to collect relevant information during in-depth interview of the respondents.

Kolkata is well ahead of PurbaMedinipur regarding penetration and integration of digital technology i.e. mobile phone, smart phones, computers and the Internet. From the point of view of institutions of Higher Learning there are wide-ranging differences in regard to access to computers and Internet in Kolkata and PurbaMedinipur. The study reveals that the colleges of Kolkata can afford more computers and Internet connectivity. The problem of integration of digital technology is more socio-economical than technological.

Gender Dimensions in Advertisements:
Assessing the Role of Technology

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ABSTRACT

Advertisement has always played a pivotal role in creating awareness among the targeted population. Gender role portrayal, a popular norm in every facets of life, has remained so far stereotypical and has always depicted power relation between the two sexes. However, there has been a significant shift in advertising representations of women in recent years. Nowadays, rather than being presented as passive objects of male gaze, young women in contemporary advertisements are frequently depicted as active, independent and sexually powerful identities. There has been a construction of female sexual agency which has, in turn, prompted discussion about such issues as 'sexualisation of culture', 'pornographication' of everyday life, 'corporate paedophilia' etc.

This present research brings to light the use of different techniques and technologies like creating a storyboard, superimposition of images, animation, photoshop, picturesque, etc. in advertisements and their impact on the society. The proposed paper will be based on the theoretical framework provided by Erving Goffman. Empirical data about the gendered dimensions of technology in advertisements will be collected from purposively selected 50 adult respondents.

26.

**NEGATIVE ENTERTAINMENT: THE DARK SIDE OF
INFORMATION AND COMMUNICATION TECHNOLOGY**

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The present paper has tried to explain the impact of a different kind of entertainment of the 21st century that is *Negative Entertainment*, and how the latter is enhanced by modern advanced technology (ICT). Phenomenological approach has been utilized in the present study to understand the meanings people attach to negative entertainment and triangulation method has been used in addressing all the possible aspects of the concerned issues. Negative entertainment can be understood as ‘when someone’s pain or misfortune holds the attention and interest of audience for a certain period of time’. Now-a-days, people are busy in filming, watching and sharing the pain and misfortune of the victims of violence. The Internet has certainly provided exciting new possibilities for electronic communication, and yet critics argue that a dark side exists to this informational tool. With the advent of the Internet, the Information and Communication Technology has become boundary-less and uncontrollable. Many websites contain uncensored events such as beheading videos, execution images and accident imageries. People’s ability to film and distribute real life violence (RLV) videos to a mass audience has become easier only because of Internet. With the repeated exposure to RLV videos through internet and news channels, people are becoming desensitized.