



International Conference

on **DIGITALIZATION,  
NEW MEDIA AND VIDEO GAME CULTURE**

*Organized by*

Department of Economics, Maulana Azad  
National Urdu University, Hyderabad

&

Adhoc Group-01: Digital Sociology,  
Indian Sociological Society

In Collaboration with

IEEE Task Force  
in Gamification Research  
and Education, Argentina

TG 10-Digital Sociology,  
International Sociological  
Association

FLAIR, New Delhi

*Date*

**29 30**

**November, 2023**



ISA TG10 Digital  
Sociology



Forum for Learning  
and Action with  
Innovation and  
Rigor



**Maulana Azad National Urdu University,  
Hyderabad (Telangana), India**

THE ICONIC ADMIN BUILDING AT  
**MANUU**



## ABOUT MANUU, HYDERABAD

Maulana Azad National Urdu University (MANUU) is a Central University established by an Act of Parliament in 1998. The headquarter and main campus of MANUU is located in Gachibowli, Hyderabad, Telangana State, over an area of 200 acres. The University is named after Maulana Abul Kalam Azad, the freedom fighter and outstanding scholar, who as the first Education Minister of Independent India envisioned and laid the foundation of technical, scientific and higher education in India.



## ABOUT DIGITAL SOCIOLOGY ADHOC GROUP, INDIAN SOCIOLOGICAL SOCIETY

The Adhoc Group-01: "Digital Sociology," is one of the academic groups (Research Committee) in the Indian Sociological Society. It has got the approval of the Indian Sociological Society during the meeting of the Managing Committee in December 2022. It has the objective of making serious efforts to carry out research in this growing field of Digital Sociology to support the growth of Indian Sociology. The group has been working on research, publication and organizing academic events like conferences, seminars, workshops, lecture series, and so on.



## ABOUT TG 10 DIGITAL SOCIOLOGY, INTERNATIONAL SOCIOLOGICAL ASSOCIATION

Digital Sociology is one of the Thematic Groups of International Sociological Association, which established in 2020. The aim of the Thematic Group 10 is to encourage research of high quality on the intersection between Digital Technologies and Society. It has the objectives of establishing a network of sociologists working in the 'Digital' in order to advance the theoretical, empirical, methodological, and socioethical knowledge produced in the field; allow fruitful interactions across various ISA groups that are working on connected issues and so on.

## ABOUT IEEE TASK FORCE IN GAMIFICATION RESEARCH AND EDUCATION, ARGENTINA

Task Force on Gamification Research and Education (GRE) is for promoting research on gamification and games, and collecting and sharing educational material in the field. It has objective of Organizing related events, creating a bilingual library of research papers on games and Gamification (from the Oratorium activity), establishing a vlog (blog of videos) on editorial reviews for educational material in the field (from editorial seminars). Its vision is to focus on gamification research, implementation of educational gamified experiences, and academic articulation of findings. All these with a strong bias towards findings. All these with a strong bias towards international collaboration and empowerment of diversity.



## ABOUT FLAIR, NEW DELHI

**FLAIR** works to ensure Online Safety and Well-Being of Children, Adolescents and Young People. FLAIR works with all the stakeholders – (a) Children and Young People, (b) Parents and Guardians, (c) Teachers and School/College Administration, (d) Law Enforcement, (e) Judicial Systems, (f) Internet Service Providers, (g) Social Media and Online Gaming Companies, (h) Psychologists, Psychiatrists and Sociologist to ensure SAFETY and WELL-BEING of Children and Young People.

# CONCEPT NOTE

The digital revolution (or digitalization) as the new phase of industrialization has had a tremendous impact on society, economy, polity, and power dynamics. This has led to the development of network society or digital society. The new political economy's ideological hegemony, technocratic rationality's commercialization of knowledge, and the consumer society's emphasis on consumerism are invisible conditioning that uses social media to persuade and inspire the netizens rather than use force to exert repressive control. Digital technologies today have power over human privacy, which has accelerated the legal commercialization of information or big data. It has put people's personal security at risk and encouraged online fraud, criminality, internet addiction, etc.

New media like social media, digital media, popular culture, etc. have emerged as a powerful force in the economy, polity, and culture. The global world today is revolutionized by new media in terms of data exchange, information politics, market economy, activism, privacy and so on.

Video game culture is one such trend in a digital society that has a huge impact on youths. A major section of youths today is involved in it. It's not simply a game rather an industry, which connects technology, youths' motivation for earning money, free time consumption and digital market.

## GOAL OF THE CONFERENCE

To explore and frame policy recommendations on trend of global digitalization in the context of Industry 4.0/Industry 5.0, Digital Society and Digital Culture.

To investigate and analyse the role of new media on global trend of societal and digital inclusion.

To detect and analyse new social culture derived from gamification and videogame culture at global level.

# SUB- THEME

The paper is called on sub-themes (but not limited to) are:

- Gamification in academy
- Videogames in academy
- Gamification and new trends in learning platforms
- Health and gamification
- Videogames, Algorithms, Artificial Intelligence and Ethics
- Impact of videogames in human rights
- Art as social expression in video games
- Therapeutic uses of gamification and games
- Ethnography of the games
- Language and games
- Digital activism
- Game economy
- Games as cultural expression
- Effects of games in people socialization
- Legislation and ethics in games
- Digitalization and digital literacy
- Digitalization and popular culture/culture industry
- New media and Youth Culture
- Digitalization and Industry 4.0/Industry 5.0
- Digital Economy and poverty
- Foreign Exchange Regulations and digital culture and game industry
- Any other

# WHO CAN PARTICIPATE?

- Academician, Scientists, Policy makers
- Legal Experts
- Research Scholars and Students
- Video Game and gamification community
- Any people interested in cultural and social perspectives of VG and gamification
- Independent researcher working on Digitalization, new media or any other issues



## PUBLICATION

Selected papers will go through peer review process. These papers will be published in the Special Issue of Springer Nature Journal / Routledge Journal.

Papers will also be published in the edited book to be published by Publisher of international repute

# IMPORTANT DATES

- > Last date for submission of Abstract of Paper: **September, 17<sup>th</sup>, 2023**
- > Intimation of acceptance of abstract: **September 24<sup>th</sup>, 2023**
- > Last date for submission of full-length paper: **Nov. 15<sup>th</sup>, 2023**
- > Last date for Conference Registration (with accommodation) **October 31<sup>st</sup>, 2023**
- > Last date for intimation of travel plan by external delegates for accommodation and travel assistance: **Nov. 15<sup>th</sup>, 2023**
- > On Spot Registration (Without Accommodation): **Nov. 29<sup>th</sup>, 2023**

# GUIDELINES OF ABSTRACT AND PAPER SUBMISSION

**Abstract and paper should be sent through Email:**  
[conference.digitalsociology@gmail.com](mailto:conference.digitalsociology@gmail.com)

Subject of the Email must be mentioned as "Abstract of Paper for the Conference". In case of full paper, subject must be "Full Length Paper for the Conference"

Length of abstract should be of maximum **300 words**. The abstract should include title of the Paper, Author's name and designation, institutional affiliation, e-mail address and mobile number.

For both abstract and full paper, front Style must be Times New Roman, Line Spacing must be 1.5 and 12 font size for text.

Front size of title of the paper and headings must be 14.

Front size of sub-headings must be 12 in Italic.

Full Paper should be within **6000-8000 words** limit.



## REGISTRATION AND ACCOMMODATION

Due to severe paucity of Funds, no TA/DA will be paid to the participants /delegates by the organizers of the Conference.

1. The participants/delegates are requested to arrange their travel expenses from their respective universities/institutions. However, providing local hospitality will be our privilege.
2. No accommodation will be provided to local delegates/participants. Further, it may not be possible to provide accommodation to outside delegates who come for on spot registration.
3. Registration Fee covers food and seminar kit for all registered delegates and also accommodation for outside delegates provided it is confirmed prior to arrival. (Outside participants will be provided breakfast, lunch and dinner, but local participants only lunch besides tea, etc.).
4. The delegates who want more comfortable accommodation and outside delegates who register on spot may stay in nearby hotels on payment basis for which the local Organizing Committee may extend co-operation.

# REGISTRATION FEES

## International Participants:

Registration with Accommodation	100 USD
Registration without Accommodation	50 USD

## Participants from India:

Faculty Members with Accommodation	Rs. 4000/-
Accompanying person	Rs. 2500/-
Faculty Members without Accommodation	Rs. 2000/-
Research Scholars/ Students with accommodation	Rs. 3000/-
Research Scholar/ Students without accommodation	Rs. 1500/-
Local Faculty Members (without accommodation)	Rs. 1500/-
Local Research Scholars / Students (without accommodation)	Rs. 1000/-

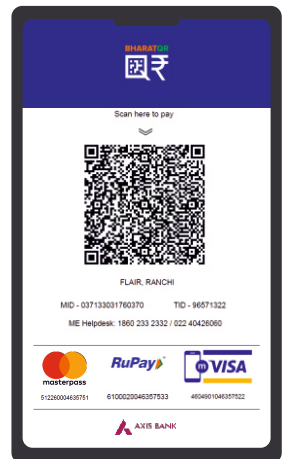
### PAYMENT OF REGISTRATION FEE SHALL BE MADE IN THE FOLLOWING ACCOUNT:

Account Name: **FLAIR**  
 Acc. No: **923010041797823**  
 IFSC code: **UTIB0003176**

Axis Bank,  
 Hinoo Branch,  
 Ranchi

### REGISTRATION LINK

<https://forms.gle/8NHaeto4EhumW2V6A>



## ORGANIZING COMMITTEE

**Chief Patron :** Prof. Syed Ainul Hasan, Hon'ble Vice-Chancellor, MANUU  
**Patron :** Prof. Abha Chauhan, President, Indian Sociological Society  
 Prof. Sk Ishtiaque Ahmed, Registrar, MANUU

## INTERNATIONAL ORGANIZING COMMITTEE

**Joint-Organizing Secretary:** Daniela López De Luise, Vice chair IEEE Task Force on Gamification Research and Education (GRE), Universidad Autónoma de Entre Ríos(UADER) Argentina

**Conference Director:** Prof. Farida Siddiqui, Dean, School of Arts and Social Sciences & Head, Department of Economics, MANUU, Hyderabad



## ADVISORY MEMBERS:

- Prof. David Duenas-Cid, President, TG 10 Digital Sociology, International Sociological Association
- Prof. Abdul Matin, Former Professor, Dept. of Sociology, Aligarh Muslim University, Aligarh, India & Convenor, Digital Sociology Adhoc-01 Group, Indian Sociological Society
- Prof. Manish Kumar Verma, Secretary, Indian Sociological Society
- Eduard Leonardo Sierra Ballén, Chair IEEE Task Force on Gamification Research and Education (GRE), Universidad Militar Nueva Granada (UMNG), Colombia
- Mario Bruno, Vice Chair IEEE Task Force on Gamification Research and Education (GRE), Universidad de Playa Ancha (UPLA), Chile
- Wilson Javier Sarmiento, Staff IEEE Task Force on Gamification Research and Education (GRE), Universidad Militar Nueva Granada (UMNG), Colombia
- Nicolás A. Barriga, Staff IEEE Task Force on Gamification Research and Education (GRE), Universidad de Talca(UTALCA), Chile

## NATIONAL ORGANIZING COMMITTEE

**Organizing Secretary:** Dr K. M. Ziyauddin, Associate Professor, Dept. of Sociology, MANUU

**Joint-Organizing Secretary:** M Hasan Laskar, Executive Member, Digital Sociology Adhoc Group, Indian Sociological Society

### Members:

- Mr. Rizwan Ahmad, Director, IMC, MANUU
- Mr. Abid Abdul Wasay, PRO, MANUU
- Dr. Sukanya Das, Associate Prof. Dept. of Sociology, Amity University, Noida, UP
- Dr. Nabarun Purkayastha, Assistant Prof. Dept. of Sociology, USTM
- Dr. Nazia Parveen, Assistant Prof. Dept. of Sociology, USTM
- Ajay Kumar Sinha, Executive Director, FLAIR, New Delhi
- Dheeman Goud, Member, Digital Sociology Adhoc Group, Indian Sociological Society
- Ankita Sharma, Member, Digital Sociology Adhoc Group, Indian Sociological Society

## LOCAL ORGANIZING COMMITTEE

- Prof. Mushtaq I Patel, DDE, MANUU
- Dr. Akumarthi Nageswara Rao, Dept. of Pol. Sc. MANUU
- Dr. Kahkashan Latif, Dept. of Translation Studies, MANUU
- Dr. Syed Hasan Qayed, Dept. of Economics, MANUU
- Dr. Jameel Ahamed, CSIT, MANUU
- Mr. Mustajab Khatir, Dept. of Economics, MANUU
- Dr. Jawed, Dept. of Economics, MANUU
- Dr. Mujahid, Dept. of Economics, MANUU
- Dr. Md. Ehtesham Akhtar, Dept. of Sociology, MANUU
- Dr. Md Afroz, Dept. of Political Science, MANUU
- Dr. Imtiyaz Ahmad, DDE (Sociology), MANUU
- Dr. Hilal Ahmed War, Dept. of Sociology, MANUU
- Research Scholars of Sociology and Economics

## COMMUNICATION COMMITTEE

- Dr. Mohasina Anjum A Ansari, Department of Education and Training, MANUU
- Dr. Mohd Kareem, CSSEIP, MANUU
- Anusa
- M. Vijay Kumar
- Taimur

All Communications may be at:

✉ E-mail:

[conference.digitalsociology@gmail.com](mailto:conference.digitalsociology@gmail.com)

In urgency:

- Joint Organizing Secretary Mb: +91 78969 66597
- Organizing Secretary Mb : +91-9966255073



## AIR / RAILWAYS / BUS CONNECTIVITY TO MANUU

### Nearest Metro Station to MANUU:

Raidurg Metro Station connects major railway stations (4 km)

### Nearest Railway stations to MANUU:

1. Secunderabad - 21km
2. Hyderabad Deccan  
(Nampally) - 14 km
3. Lingampally - 11 km

### Airports:

Rajiv Gandhi International Airport (Shamshabad) is 33 km

### Bus Stations:

Mahatma Gandhi Bus Station (Imlibun Bus Stand)

Note: All nearby cities are well connected by road, with regular and luxury buses every day.

## VISIT US

Maulana Azad National Urdu University, Hyderabad: <https://www.manuu.edu.in/>

Digital Sociology, Indian Sociological Society: <https://www.insoso.org/>

TG 10 Digital Sociology, International Sociological Association: [https:// www. isa-sociology.org/en/research-networks/thematic-groups/tg10-digital-sociology](https://www.isa-sociology.org/en/research-networks/thematic-groups/tg10-digital-sociology)

TG 10 Digital Sociology, International Sociological Association: <https://www.isa-sociology.org/en/research-networks/thematic-groups/tg10-digital-sociology>

IEEE Task Force in Gamification Research and Education, Argentina: [https:// r9. ie ee.org/argentina-cis/inicio/redeindevj/](https://r9.ieee.org/argentina-cis/inicio/redeindevj/)

FLAIR, New Delhi : <https://www.flairindia.org>