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DEAN'S MESSAGE



Dear Students and Faculty,

It gives me immense pleasure to capture my thoughts related to the academic and related endeavours at the Unitedworld School of Liberal Arts and Mass Communication, Karnavati University, Ahmedabad.

As we are very strongly grounded in Liberal Arts, it is essential to comprehend the term 'liberal' as an experience that transcends barriers. While knowledge and skills are at the root of liberal arts, your choice matters. You have the freedom to choose your calling and explore different trajectories. The employment scenario in India and globally, demands individuals who are adept in technical skills and also possessing abilities to comprehend problems from multiple perspectives. As we are living in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment, challenges are inevitable. Resolution of these challenges calls for understanding complexities from various angles. We, at the United-world School of Liberal Arts and Mass Communication have constantly endeavoured to develop an ethos that blends theory and practice with a view to creating a stimulating environment.

The seriousness of academic rigour is at the core. However, the joy to venture into different zones is undoubtedly exhilarating. Along with our students, faculty, and support staff, I can humbly say that with a positive outlook and with an equally effervescent spirit, let us continue unabatedly in our abilities to constantly renew ourselves and develop synergies across disciplines.

I would like to congratulate the entire Newsletter team as they have labored to encapsulate what we have been doing. Let us take pride and yet not be complacent. Focus and work incessantly towards the bigger goals!

Best Wishes

Dr. Sonam Mansukhani

Associate Dean and Professor

Unitedworld School of Liberal Arts and Mass Communication

Karnavati University

Ahmedabad

PAVING NEW ROADS WITH BUNCH OF PHOTOS

Summer is a good time to talk about skill improvement and getting creative with ideas. Projects like portfolio shoots, some old project, learning something new are on people's hit-list in summer.

Look for a way to make your work relevant to people's needs, even if your expertise is not in that field of work, because that will give you an even better chance to learn things in a very practical way. This may not apply to everyone but trust me when you push yourself in a not so comforting situation, chances are you come out as a different person from that experience.

I started my Photographic career back in 2012 when I completed my master's degree, and I was very excited about how I converted my college internship into a full-time job. That day onwards I have learned most important lessons of my life especially by being on my assignments.

I would like to share one of my experiences here, I was in word with one of my clients and he wanted me to conduct a shoot for their entire range of tabletops, runners, rugs, cushion, curtain etc. At first, I was not comfortable doing the shoot as this was not my area of expertise, but the person insisted that only I get to do it. So, I took up the challenge.

Now, the very next day I started working on ideas, every shoot, every campaign related to those products was on my search list, and in next two days I finalized a rough outline of how the shoot would look like, I had a discussion with my client, asked him for the products, loaded in my car, I also asked one of my friends to help me with the task, and he agreed as he wanted to travel to my shoot location anyways, and we drove to Jaisalmer the very next day.

The task starts now, I had 5-7 ideas, but the products were more than that, I needed more ideas, I thought my friend will help me, but he was sleeping all the time we were in the car, good luck to me!

While being on the road, route from Jaipur to Jaisalmer via Bikaner has some scenic points and I made full use of the situation, Wherever I got a chance or a nice location, I would stop by and setup my products and lights and try some shooting. Finally, I was in Jaisalmer.

For Jaisalmer I initially have in mind is the Jaisalmer Fort location, and I did not even shoot a single product there rather than, I ended up in the deep desert, I reached Sam sand dunes, met Hrithik and Salman there they helped us get to our right location.

Note - Salman's photo at the end, Hrithik's photo currently not available*

We had no lights in the desert, no fancy setup to be setup, all I had is a table my camera, some glasses, cutlery and one crazy idea.

The shoot was done in a day, and we returned to our places. I handed over the final photographs about a week later and the Client got them straight away printed in their brochure that they were preparing for "World Textile Summit" – Milan, Italy (Nov. 2015).

Shoot landed in my hand unexpectedly, and I gave it my best and the client was highly impressed with the images that I clicked. And from that day onwards, I was the first person to be called for any shoot from them.

I learned some new things while being on the shoot, and I hope my experience will inspire you to create something new of your own. Feel free to discuss your ideas and let's create something new and amazing.

Salman is in the RED.



Sandeep Kumar
Assistant Professor
UnitedWorld School of Liberal Arts & Mass Communication

HUMAN BY NATURE- ANDHRA PRADESH (TIMMANAGARIPALAM)

-Vedika Ramanathan
14th June, 2022

To go with the flow alongside canals, to find deep journeys in little country boats, to catch the drift of conversation under a huge mango tree and discover the beauty of nature every single day is the life in a village named Timmanagaripalam.

I am lucky; I have traveled to the beautiful state Andhra Pradesh. Nature shares its bounty in abundance and the effect is amplified by the beautiful people of Timmanagaripalam. I have been lucky to see a bit of this world and today I share few unforgettable vignettes from my trip to Timmanagaripalam, Andhra Pradesh!





Beautiful people!

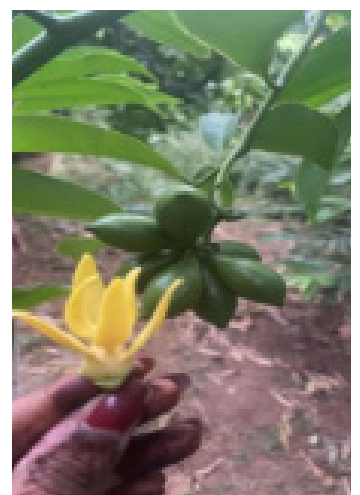
In Timmanagaripalam I resided with people living the life full of simplicity, peace, satisfaction and happiness. The first time I entered the house I witnessed to observe Amma cooking rice on a wood stove which fascinated me to the heaven and Appa welcoming us with widely spread hands, as to give us warm hug.

The best part was, we were going to meet Amma for the first time but, as soon as she sensed us entering, she turned and I felt her eyes as twinkling as the stars.

Telugu become a language barrier for us and English for them but still everything went smoothly because of the connection that had built up between the families.

Lush Nature!

The hues of green you witness in Timmanagaripalam are amazing, be it the forest or the rice fields! Glancing over acres of land of mango tree is soothing for the city frayed nerves. Everything has a fresh look. The sun shines as brighter as my Aunt's smile, and the cool breezy nights of Timmanagaripalam sounds as soothing and peaceful as my mother's voice! I went on a beautiful nature walks to live a part of my life between nature; with birds, butterflies mangos, jackfruit, water apple and lot more.





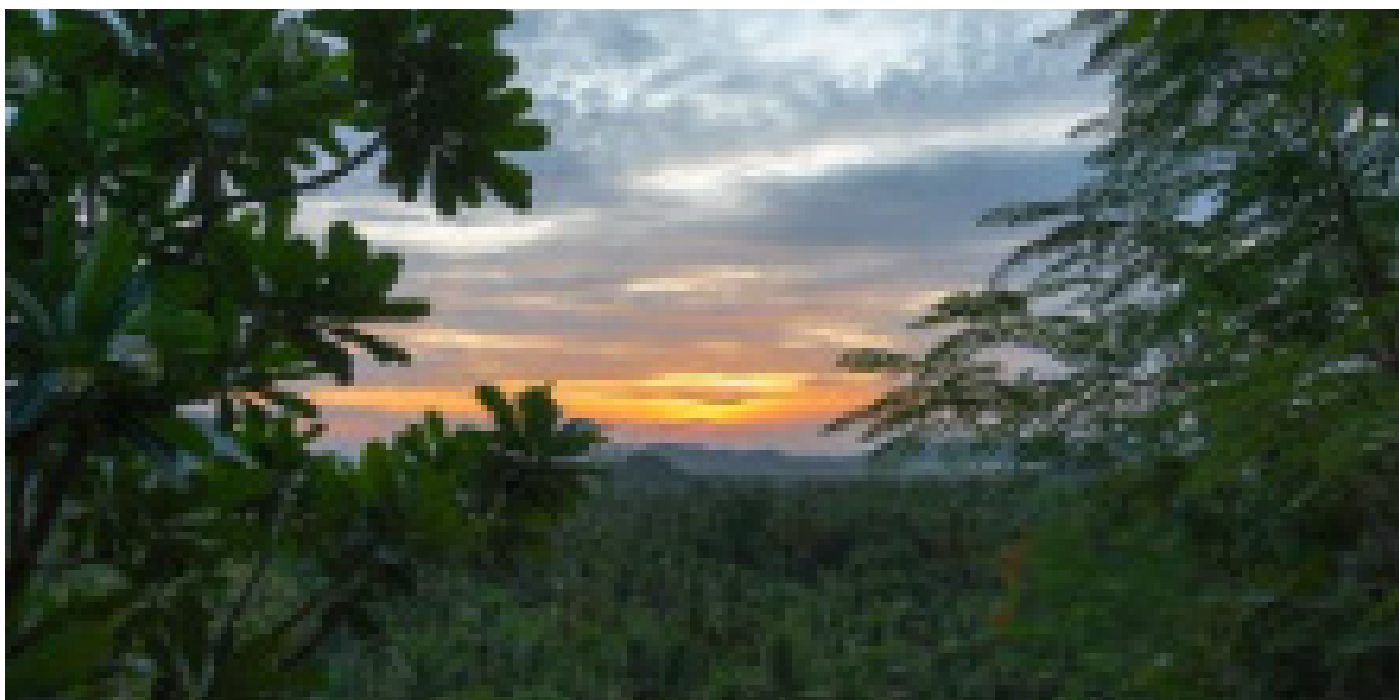
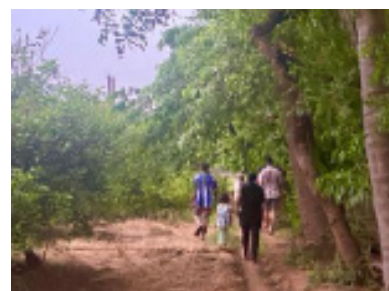
Delicious Delights!

Andhra Pradesh is famous for its spices and spicy food and it has a lot to offer when it comes to vegetarian and non-vegetarian food. Because I'm vegetarian, I would any day take a simple meal of sambar, gotsu, rice, tomato chutney, ugadi pachadi, green vegetables with curd, papad and pickle (specifically gongura & avakaai pickle)! The most famous spices when said, the only thing that strikes our minds are the Andhraite Pickles, & red chilies.

Jungle Hiking!

Hiking! Entering into the caves of dark- hollow jungle, to find silence and peace from the outsiders to meet the insider! Revel in the innocence of the forest and the wisdom of ancient ways, to find answers to the mystery of mountain!

Doing hiking was one of the great experiences to have while traveling to Talamadugu. Running your hands over the glass lands; simply feeling the breeze; getting scratched while running behind a butterfly just to watch out the colors of life are one of the moments to witness the true beauty and hopping just to pluck a mango/water apples & even lemons and sweet lemon (mausumbi); waiting for the sunset and finally witnessing it. But most importantly discussing a fictional story of getting a surprise treasure box while hiking are the real treasures that we take along while returning to home.



And lastly remembering all the emotions felt and sharing it with everyone in the car completes the whole dairy of Timmanagaripalam. A summer spent well...



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TESTING EFFICIENT MARKET HYPOTHESIS IN PRESENT INDIAN STOCK MARKET

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Abstract

The Efficient Market Hypothesis has played a vital role and gaining the attention of the researcher in this field over the last half a century. It is a key theory for understanding intricacies of the functioning of the equity and for providing the credible information to investor for the purpose of investment. Efficient Market Hypothesis emphasizes an individual investor's right to complete information, irrespective of his or her location in the value chain. This paper argues that the institution of stock market as it currently operates is structurally inefficient, because it has no institutional arrangement to ensure that every investor receives relevant information that impacts stock prices at the same time. Moreover, sometimes investors refuse to trust the information that they receive or and at others their prejudices predispose them against investing in a particular stock. These structural impediments impair the efficiency of the market.

Key Words: Efficient Market Hypothesis (EMH), National Stock Exchange (NSE), Bombay Stock Exchange (BSE), Securities and Exchange Board of India (SEBI).

Introduction of Stock Market:

Stock Market is also known as Stock Exchange or Share market in all over the World. It is one of the important constituent of capital market. Stock market is an organized market for the purchase and sale of industrial and financial security. Stock Exchange is convenient place where trading in securities is conducted in systematic manner i.e. as per certain rules and regulations. It is an investment intermediary and facilitates economic and industrial development of any country in the world like India. In 12th century France the Courretiers de Change were concerned with managing and regulating the debts of agricultural communities on behalf of the banks. Because these men also traded with debts, they could be called the first brokers. A common misbelief is that in late 13th century Bruges commodity traders gathered inside the house of a man called Vander Beurze, and in 1409 they became the "Brugse Beurse", institutionalizing what had been, until then, an informal meeting, but actually the family Vander Beurze had a building in Antwerp where those gathering occurred, the merchants of that period, as their primary place for trading. This idea quickly spread around the world. There are now stock markets in virtually every developed and most developing economies, with the world's largest markets being in the USA, U.K., Japan, China, Canada, Germany, France, South Korea, Netherlands and India.

Stock Market in India : Indian Stock market is also known as National Stock Exchange (NSE) of India Limited. It is the leading stock exchange of the country. This market is located in business capital of India at Mumbai. It was established in 1992 as the first demutualized electronic exchange in the country. National Stock Exchange was the first exchange of India to provide a modern, fully automated screen-based electronic trading system which offered easy business facility to the investors spread across the length and breadth of the country. Flagship Index (FI) of National Stock Exchange, the CNX, Nifty generally is used extensively by investors in India and around the world as a barometer of the Indian Capital market. NSE was set up by a set of leading Indian financial institutions at the behest of the government of India to bring transparency to the Indian Capital Market. It is based on the recommendations laid out by the government committee. NSE has been also established with a diversified share holding comprising domestic investors include Life Insurance Corporation (LIC) of India, State Bank of India, IFCI Limited, IDFC Limited and Stock Holding Corporation of India Limited. On the other hand, the global key investors are Gail FDI Limited, GS Strategic Investment Limited, SAIF ISE Investments Mauritius Limited, Aranda Investments (Mauritius Limited), Pte Limited and IP Opportunities Fund, etc. Hence, NSE is a first exchange in India to introduce electronic trading facility thus connecting together the investor base of the entire country. At present National Stock Exchange has about 2500 VSTs and 3000 leased lines spread over 2000 plus cities across India.

Mumbai Stock Exchange (BSE) is the oldest in India and operates in large majority of countries of the world. The impact of stock market development on economic growth depends to a great extent on the operational efficiency of stock markets. Efficiency is concerned with how successful the stock markets are in establishing security prices that reflect the worth of the securities; success being defined in terms of whether the market incorporates all information in its security prices in a rapid and unbiased manner. Efficiency, therefore, refers to the two aspects of a price adjustment to new information, direction and magnitude of the adjustment. The evaluation of this efficiency in stock market is very critical on framing policy measures for influencing stock market development to suit the development needs of the economy. The efficient market hypothesis states that asset prices in financial markets should reflect all available information; as a consequence, prices should always be consistent with 'Fundamentals'. The efficiency of stock market in economic development cannot be overemphasized. Efficient Stock Markets provide the vehicle for mobilizing savings and investment resources for developmental purposes. They afford opportunities to investors to diversify their portfolios across a variety of assets. This has the potential to reduce the cost of capital through lower risk premiums demanded by supplier of capital. In general, ideal market is the one in which prices provide accurate signals

for resource allocation so that firms can make productive investment decision and investors can choose among the securities under the assumption that securities prices at any time fully reflect all available information. A market in which prices fully reflect all available information is called efficient.

Efficient Market Hypothesis and its Forms:

The origins of the EMH can be traced back to the work of two individuals in the 1960s: Eugene F. Fama and Paul A. Samuelson. Remarkably, they independently developed the same basic notion of market efficiency from two rather different research agendas. These differences would propel them along two distinct trajectories leading to several other breakthroughs and milestones, all originating from their point of intersection, the EMH. Like so many ideas of modern economics, the EMH was first given form by Paul Samuelson (1965), whose contribution is neatly summarized by the title of his article: 'Proof that Properly Anticipated Prices Fluctuate Randomly'. In an informationally efficient market, price changes must be unforecastable if they are properly anticipated, that is, if they fully incorporate the information and expectations of all market participants. Having developed a series of linear-programming solutions to spatial pricing models with no uncertainty, Samuelson came upon the idea of efficient markets through his interest in temporal pricing models of storable commodities that are harvested and subject to decay. Samuelson's abiding interest in the mechanics and kinematics of prices, with and without uncertainty, led him and his students to several fruitful research agendas including solutions for the dynamic asset allocation and consumption-savings problem, the fallacy of time diversification and logoptimal investment policies, warrant and option-pricing analysis and, ultimately, the Black and Scholes (1973) and Merton (1973) option-pricing models. In contrast to Samuelson's path to the EMH, Fama's (1963; 1965a; 1965b, 1970) seminal papers were based on his interest in measuring the statistical properties of stock prices, and in resolving the debate between technical analysis (the use of geometric patterns in price and volume charts to forecast future price movements of a security) and fundamental analysis (the use of accounting and economic data to determine a security's fair value). Among the first to employ modern digital computers to conduct empirical research in finance, and the first to use the term 'efficient markets' (Fama, 1965b), Fama operationalized the EMH hypothesis – summarized compactly in the epigram 'prices fully reflect all available information' – by placing structure on various information sets available to market participants. Fama's fascination with empirical analysis led him and his students down a very different path from Samuelson's, yielding significant methodological and empirical contributions such as the event study, numerous econometric tests of single- and multi-factor linear asset-pricing models, and a host of empirical regularities and anomalies in stock, bond, currency and commodity markets.

The weak form EMH stipulates that current asset prices already reflect past price and volume information. The information contained in the past sequence of prices of a security is fully reflected in the current market price of that security. It is named weak form because the security prices are the most publicly and easily accessible pieces of information.

The semi strong form EMH states that all publicly available information is similarly already incorporated into asset prices. In another word, all publicly available information is fully reflected in a security's current market price. It also implies that no one should be able to outperform the market using something that "everybody else knows".

The strong form EMH stipulates that private information or insider information too, is quickly incorporated by market prices and therefore cannot be used to reap abnormal trading profits. That's mean, even the company's management (insider) is not able to make gains from inside information they hold. They are not able to take the advantages to profit from information such as take over decision which has been made ten minutes ago.

Literature Review:

Efficiency of not only Indian stock market but also International Stock Market has been a subject of investigation for many researchers. A large number of studies have been done covering different period and using different statistical techniques for investigating weak form market efficiency of Indian stock market.

Semi-Strong form of EMH (Fama, 1970) postulates that all the published as well as the historical information is revealed in the current security prices, so no investor can earn abnormal profit by making use of any new information. This implies that the market engrosses the historical prices as well the information that is publicly available and reflects the same in the security prices, so no new information can be used to earn superior return.

Sunil Poshakwale (2001) examines the random walk hypothesis in the emerging Indian stock market. Increasing investor interest in emerging markets has motivated a great deal of research aimed at understanding the return and risk characteristics of stock prices in these markets. In particular, researchers and investors have sought to detect any evidence of informational inefficiency that could be profitably exploited to make large economic gains.

Benjamin Miranda Tabak (2003) in this paper the random walk hypothesis is tested for a set of daily Brazilian stock data given by the Sao Paulo Stock Exchange Index (IBOVESPA) in the period of 1986–1998. A rolling variance ratio test for different investment horizons was conducted, and it is concluded that prior to 1994 the random walk hypothesis is rejected but after that it cannot be rejected. Institutionally maturing markets, increasing liquidity and the openness of Brazilian markets for international capital can explain this increase of efficiency of the Brazilian stock market. An errorcorrection model is used to explain the relationship between the IBOVESPA and foreign portfolio inflows. Evidence suggests that the release of foreign capital control is one of the main determinants of increased efficiency in the Brazilian equity market.

Eduardo Jose Araujo Lima and Benjamin Miranda Tabak (2003) this study tests the random walk hypothesis for China, Hong Kong and Singapore. Using variance ratio tests, robust to heteroskedasticity and employing a recently developed bootstrap technique to customize percentiles for inference purposes it is found that Class A shares for Chinese stock exchanges and the Hong Kong equity markets are weak form efficient. However, Singapore and Class B shares for Chinese stock exchanges do not follow the random walk hypothesis, which suggests that liquidity and market capitalization may play a role in explaining results of weak form efficiency tests.

Ramesh Chander and Kiran Mehta (2007) Investors and analysts are unable to predict stock price movements consistently so as to beat the market in information ally efficient markets. Still, concerted efforts are being made to earn abnormal returns discerning some anomalous pattern in the stock price movements. Also, the studies of some structural changes in the market leading to, or removing some anomalous pattern in the stock prices, are of interest to investors and analysts. The present study was conceptualised to scrutinise whether anomalous patterns yield abnormal return consistently for any specific day of the week even after introduction of the compulsory rolling settlement on Indian bourses. Three market series viz., BSE Sensex, S and P CNX Nifty and S and P CNX 500 were observed on daily basis for ten years viz., i) Pre-rolling settlement period, April 1997 - December, 2001 and ii) Post-rolling settlement period, January 2002 - March 2007 to discern evidences in this regard.

Research Methodology:

The paper focuses on the Secondary Data which include two sources one is internal source and External source. In internal the data can be gathered within organization and where as External

External data can be gathered through books, periodicals, reports, websites, magazine, publication from Government, Computerized commercial data from software, online data source and media resources.

At Semi-Strong form of EMH the study focuses on these parameters.

- Accounting information such as Balance sheets, income statements
- Announcements which includes Dividends, rights, bonus, expansion plans, collaborations, M&A.
- Macro economic data which consist of Money supply, Government expenditure, Economic forecasts Interest rate, inflation rate and Direct and Indirect tax.
- Domestic and International events
- Historical prices and trading volume data.

Testing Efficient Market Hypothesis: Impact of Corona virus on Indian Stock Market

Indian and global equity markets will likely fall further over the next few weeks as the world gets a better idea of the extent and impact of the novel corona virus, market veterans Bloomberg Quint spoke with said. "I could see this easily going another 5-10 percent but it may not happen as quickly as the last 10 percent has happened," Arvind Sanger, managing partner at Geosphere Capital Management said. "I definitely don't think this is the time to jump in with both hands and start bottom fishing," he said. Investor wealth worth nearly Rs 5 lakh crore was wiped off today—Rs 4 lakh crore within the first 15 minutes of the opening, according to data available on BSE. Indian equities extended declines for the sixth straight session, with the S&P BSE Sensex falling as much as 3.2 percent and the NSE Nifty 50 tumbling up to 3.31 percent. Nifty 50's Relative Strength Index, according to analysts, has fallen below 30 into the oversold zone. Ask Investment Managers' chief investment officer Prateek Agarwal said the fall in markets this month and today does seem to be out of place. "Frankly, as an economy, India won't get impacted overall as crude oil prices have dropped sharply over the last 10 days," he said. "This saves us more dollars in terms of imports than it costs us in terms of exports. So, with whatever, is happening, GDP number doesn't get impacted." Nilesh Shah, managing director and chief executive officer of Envision Capital, said one has to take advantage of this price decline to basically add to these names, accumulate them for the long term. "We've had these kind of situations before in the last 10-20 events...I think this will also pass." Shah said the indices are close their support zones, making this a good time to be "constructive" and "positive".

As corona virus spreads, Indian stocks offer shelter to global funds in Asia

Even as the Indian economy strives to recover from a slowdown, the Corona virus outbreak has further hit the possibility of revival given the negative impact on the various sectors of the economy. As the economy battles a new scare, stock markets are witnessing fresh volatility negatively impacting investors. With the cases of Corona virus getting detected in India, the sentiment is expected to further go down. Here we analyze the negative impact of Corona virus's impact on the domestic economy, industry and stock and currency market.

Economy

After the GDP growth rate fell to a 7-year low to 4.7 per cent in Q3FY20, owing to a fall in manufacturing, Corona virus scare is emerging as another challenge staring in the Indian economy's face. "While business sentiment was fading on the back of the Covid-19 outbreak, the actual effect on production and sales was negligible. The production index remained elevated, while new orders continued their sharp rise of the past couple of months. The Covid-19 outbreak remains a risk, but the fall in oil prices, coupled with higher rural incomes should work as mitigating factors to the negative global shocks", Barclays said in a report.

"We believe a weaker China and global growth, and disruptions along the supply chain (China share in India's goods imports was 14% in CY19) (Figure 10) are likely to have some adverse impact on India's growth in the Mar-20 quarter. For instance, sectors such as electronics, pharma, automobiles, etc, could see supply disruptions in the value chain", Tanvee Gupta Jain, Economist, UBS Securities India, said.

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Industry

Even as Finance Minister Nirmala Sitharaman recently said that the government may soon announce measures to help industry limit Corona virus hit, the pharma and automobile industries are already seeing the impact.

Pharmaceuticals:

Given the pharmaceutical industry's deep linkages to China, the supply chain of raw materials of drugs has taken a hit. The production facilities in Himachal Pradesh — largest pharma hub of Asia — have warned of suspension, according to a report in The Indian Express. The price of paracetamol has almost doubled since January 2020. APIs, also called bulk drugs, are significant ingredients in the manufacture of drugs. The Hubei province of China, the epicentre of the corona virus, is the hub of the API manufacturing industry.

Automobile Industry:

The auto industry which is already seeing the worst slump in nearly two decades is facing the heat as supply chains get disrupted. "The disruption caused by corona virus has hit the automotive industry and thus also affected the automotive component and forging industries," AIFI said in a statement. China is one of the leading suppliers of auto components in India, accounting for 27 per cent of the total exports. "The corona virus is expected to have an impact on the Indian automotive industry and therefore also on the automobile component and forging industries, which had already reduced their production rate due to the market conditions and on account of the impending change over to BS-VI emission norms from BS-IV from April this year," AIFI President S Muralishankar said. Tata Motors, Mahindra and Mahindra (M&M) and MG Motor India

on Sunday said they are facing challenges in terms of component supply from corona virus hit-China.

Stock market

The stock markets across the world have remained highly volatile in the last many days. In India, the 30-share BSE barometer on Monday closed 153.27 points or 0.40 per cent lower at 38,144.02, and the broader Nifty closed lower by 69 points or 0.62 per cent at 11,132.75. The Sensex has fallen nearly 1300 points from highs. The long term charts like weekly/monthly time frame indicate that 11,000-10900 is going to be a strong support zone for the market and there is a possibility of a bottom formation around these areas in the next few sessions, Nagaraj Shetti, Technical Analyst, and HDFC Securities, said.

“The markets would continue to track the global indices which are under stress as Corona virus is expected to adversely impact global supply chains. There are reports that US GDP growth will slow down considerably in Q1CY20, while fears of a recession are impacting European markets”, Ajit Mishra, VP – Research, Religare Broking, said.

Conclusion:

Stocks of location-specific and leisure-centric consumer businesses that depend on footfalls – film exhibition, restaurants, theme parks, airports or airlines – could remain subdued after isolated cases of Covid-19 infection were reported from various parts of India, with analysts penciling in truncated vacation and travel plans over the next few weeks. Approximately Indian Investors loses the 5 Lakh Crore in the net wealth in the corona virus fear and Investors have taken the safe haven investment i.e. Gold and that have harmed the Indian Stock Market at the correction value and we can also say that corona virus has also played the scapegoat for correcting the over valuation of the stocks. This can be explored by us in the next research paper.

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CHANGING PERCEPTIONS AND MEANING OF CYBERFEMINISM

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Introduction

Communication is the basis for the existence of social life. As per history of humans' evolution the patterns of communication, modes of communication, sources of communications, ways to disseminate the information were a major part and reason of Human growth. Communication by signs, by sounds, by signals, by words, face to face communication, communication in groups, communication in masses were the chapters in history. With the advent of written words, printing press and books a revolution of thought was observed in the world. With the newspaper and television, radio, new modes of societal life, development emerge. The industrial development demanded the public interaction beyond personal circle catering the needs of new emerging societal structures. The birth of new inventions brought new methods of communication facilities that were able to attend and affect and involve large number of people that too in different locations. World Wide Web was a revolution still surprising the world with its strength and hidden aspects Mass media plays a very important role in shaping the ideology of the society and thereby generating consciousness among the masses. Social media can be defined as an instrument that helps to communicate and interact. Traditional media like radio, newspaper, TVetc are the tools uses for communication and dissemination of information, for long time. Social media refers to the use of web based and mobile based technologies to turn communication into an interactive dialogue. Andreas Kapla and Micheal Haenlein define social media as "Group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of user generated content." Social media are media for social interaction, as a superset beyond social communication. Kietzmann et al. (2011) argue that social media introduce substantial and pervasive changes to communication between organizations, communities and individuals enabled by ubiquitously accessible and scalable communication

techniques.

The definition of social media in Web 2. Terms, would be a website that doesn't just give information, but interacts with the users while providing this information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as recommending movies to you based on the ratings of other people of similar interests. Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics

1. Participation- It encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
2. Openness – Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content. Password protected content is usually frowned on.
3. Conversation –while traditional media is about broadcasting, social media is better seen as a two-way conversation,
4. Community – social media allows communities to shape up quickly and communicate successfully. Communities share common interests, such a photography, music etc.
5. Connectedness – Most of the social media flourish n their connectedness making use of links to other sites, resources and people.

Blogs (online journals), Wikis (content addition or edit), podcasts (audio, video files), forums (online discussions). Content communities (organizing and share particular content), microblogging (bite sized blogging), Facebook, LinkedIn, Bebo, Twitter, Orkut are examples of few social networking sites.

From the beginning, Sadie Plant, has argued that women are naturally suited to using the internet, because they are similar in nature. She argued that internet should be used asplaes for women and to engage women in new forms of work and play. On internet women are freed from traditional constraints and are able to experiment with identity and fain new avenues foe claiming the power and authority. According to Sadie plant, Cyberspace is a welcoming, familiar space for women, where they can and must seize opportunities to advance themselves and to challenge male authority. Another branch of Cyberfeminism argues that the idea of women gaining power and authority merely through greater use of new media technologies is overly simplistic or reductive. Susan Luckman , University of Queensland and Anna Munster, University of New South Wales, believe that not by advocating more women using internet will help but by becoming more critically aware of the perils as well as promises that new technologies offer.

When the women population is little more than the half of world's population, its quality and their rights and empowerments is must to be considered as important for sustainable development and have been recognized as having an impact on a range of development outcomes including national economic growth and poverty reduction (United Nations, n.d., 20120. This is further confirmed by the fact that one of the eight Millennium Development Goals adopted by the international community is explicitly to promote gender equality and empower women. With this in mind, Luthra (2003) argued that communicative empowerment specifically of the world's most impoverished women is an "urgent necessity" for a sustainable future.

Women's right to communicate, specifically through representations in and access to the media has been seen as central to women's advancement. In 1975, first world conference on the status of women held in Mexico, leaders acknowledge the power of mass media to influence views about women's roles in society and created programs to increase women's access (Byerly & Ross, 2006). This was further confirmed at the 4th world conference on Women in Beijing in 1995, which called attention to the role of media in perpetuating women's in equality (Byerly & Ross, 2006). These

calls reflect long standing issues with women's access to and representation within media.

The internet, cyberspace provides women both individually and collectively, with a new means for the production and distribution of news and activism. Women and girls dominate top social media site including Facebook and Twitter (Taylor, 2012) AND are more likely than men to create blogs (Jones, Johnson-Yalem Millermaier, & Perez, 2009). They have used these sites and resources to connect to the outside world, gain greater knowledge, increase their social status, organize on social causes and challenges perceived injustices (Hafkin & Huyer, 2006, Hafkin & Ertl, & Dryburgh, 2005).

Individuals have also used social media to challenge the misrepresentations of women and girls, as seen in the case of 14-year-old girl sparking a protest movement against the altered images in teen magazines through an online petition she created _Italie, 2012) The purpose of this study is to analyze and illuminate the role of the social media as a tool for gender equality. Previous studies have found evidence of a relationship between online content creation and empowerment (Leung, 2009, Stravositu & Sunder, 2012) but have yet to explore how the social media is actually contributes to gender equality.

Gender Equality - Gender equality is achieved when women and men enjoy the same rights and opportunities across all sectors of society, including economic participation and decision-making, and when the different behaviors, aspirations and needs of women and men are equally valued and favored.

Women empowerment - refers to the creation of an environment for women where they can make decisions of their own for their personal benefits as well as for the society. It also refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women and to make them confident enough to claim their rights

Social Media – social media is the collective of online communications and channels dedicated to community based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. Websites and applications that enable users to create and share content or to participate in social networking. It is interactive in nature.

Feminism - In simple words it is the safeguarding, establishing or advocating the women's rights on the ground of the equality of the sexes. Feminism means that women should be given the same rights as equal to men and should be treated in the same way.

Feminist - Any person male or female who supports feminism is called feminist.

Activism - A doctrine or practice of vigorous action or involvement as a means of achieving political, social or other goals.

Cyberactivism - activism done on internet is Cyberactivism, It is also called online activism, web activism, e-activism. It is the use of electronic communication, technologies such as social media, especially Twitter, Facebook, YouTube, e-mail etc.

Social Networking – Social networking is the grouping of individuals into specific groups like small rural communities. Social networking is possible in person, at workplace, in academic institutes, it is most popular online. Because the virtual world is filled with millions of individuals who are looking to meet other people, to gather and share first hand information and experiences

about cooking, golfing, gardening, developing friendships, professional alliances, finding employment, business to business marketing and so on. The topics and interests are as varied as universe itself. Social networking websites function like an online community of internet users.

Impact of Social media

According to IAMAI, 2015, the number of Internet users in India of expected to reach 402 million by December. It is 49% more than last year. 39% of total users are female. Studies have proven that a positive correlation exists between online product reviews ad sales (Hu, Liu & Zhang, 2008). In 2008, Hu, Liu and Zhang did a study and tested the idea the products with favorable reviews sell better than products with unfavorable reviews. In 2009, Rosss Orr, Sisic, Arseneult, Simmering explored the personalities and motivations of individuals who used the social media site Facebook. Researchers found that individuals who exhibited higher levels of extroversion were more likely to belong to more Facebook groups. The personality trait of openness to new experience was found in individuals who were sociable through Facebook. A study conducted by Hllegard, Oglem Yan and Reits (2011) sought to understand student's motivation in using Facebook or liking particular brand on social networking site. The researchers found students use the site to establish personal connections with others an use the site to create affiliations with brands that define who they are and help them to establish a sense of self.

Studies on use of social media, Impact of social media, users of social media cites the results that social media has an impact on the users and users affect social media and so on. Many studies have done to find the communities, groups, shared interest groups, caste community based groups, knowledge based groups etc. Studies also done to compare the users as male and female. There are studies who tried to count the number of females and males on social media.

In the study researcher wish to analyze how social media is helping in gender equality and women empowerment. How social media are contributing in raising the public and media attention towards feminist' issues. How it gathers public accountability towards feminist issues. Study wish to explore how social media helps the women to spread their messages globally How social media helps in amplifying their messages. Is Social media helping remote and global feminist forums to spread their mission. This research will explore and analyze how feminist community is using the social media networking site Facebook, twitter and blogs as to tool for bring feminist issues in the media and public attention. How feminist communists use Facebook, twitter and blogs for social change as a tool for activism, In what situations and conditions these communities are working on social media, What hurdles, problems or support they are facing. The study wish to analyze the impact social media could bring online and offline. The study also wish to look at the other side of coin, that is all the feminist issues, campaigns, debates done on or with the help of Social media was a success or it failed. If failed, what were the reasons?

Cyberfeminism- Cyberfeminism is a term coined in 1994 by Sadie Plant, director of Cybernetic culture Research unit at the university of Warwick in Britain, to describe the work of feminists interested in theorizing, critiquing and exploiting the internet, cyberspace and new media technologies in general. The term cyberfeminism was coined by VNS Matrix (read Venus Matrix), an Australian artist collective active between 1991 and 1997, who, inspired by Donna Haraway's Cyborg Manifesto, wrote the Cyberfeminist Manifesto for the 21st Century. Their art was a "mission to hijack the toys from techno cowboys and remap cyber culture with a feminist bent" (Schaffer 1999:150) and as such was concerned with subverting the perceived androcentrism of new technologies, for instance by re-imagining "the clitoris [as] a direct line to the matrix".

The Cyberfeminism is an extended branch of Feminism only. It is often said as marriage of technology and feminism, it embraces technology and its ability to reach so many people in

fraction of seconds. In Cyberfeminism the change of Medium has brought many changes in the dissemination, impact, viral in effect, immediacy and a major boost to the number of people participating. It is a very vast field, although Feminism, the issues of women freedom, empowerment is omnipresent but the meaning and perception are different. It depends on various factors. Cyberfeminism is an ideology created by users on virtual world, it is a movement raised and managed by users of virtual media with a bend of feminism, It is an art developed by feminists on Virtual platforms, it is a philosophy discusses and written by scholars shared by them n Internet. Cyberfeminism is a technology invented, advanced, projected, used my millions, billions as per their feminist approach, knowledge. Many schools of thoughts prevail in Cyberfeminism simultaneously allowing the free exchange of ideas in words and art. It is very interesting to note that Cyberfeminism is more about the dissemination of messages rather than message itself. In Cyberfeminism women themselves make content, raise viewers and participants, channelize discussion and this virtual world givens them a tool to give and take their own definitions of Cyberfeminism. As it was stated in the first Cyberfeminism International organized by OBN , in their 100 Anti- theses Cyberfeminism, said that , Cyberfeminism is not a fragrance, It reads, not boring.. not a single woman. Not a picnic...not an artificial intelligence...not lady like...not an artificial intelligence...not lady like, not mythical.” It raised many voices, who were not in agreement with these definitions. Faith Wilding said in the Cyberfeminism International in Kassal that, “Net is not a utopia of nongender,”. She further wrote, Cyberfeminism had failed to actively interrogate the biases entrenched in cyberspace. “Being bad girls on the internet is not by itself going to challenge the status quo. Cyberfeminism presents itself as inclusive, but the cyberfeminism writings assume an educated, white, upper middle class, English speaking, culturally sophisticated readership.” In the book, Domain Errors: Cyberfeminism Practices.

Technology has given a limitless platform and a tool to reach people who were otherwise left, unapproachable. It is giving great help to approach these always left behind groups, communities, sections, regions. This technology put any barrier of time, space, color, skin, race, language, region, size, looks, economic status , even sex , anybody from anywhere anytime can be a part of cyberfeminism if he can use the technology. It also broke the assumption, perception that women are technophobic.

The first wave of feminism took place in the late 19th and early 20th centuries, emerging out of an environment of urban industrialism and liberal, socialist politics. The goal of this wave was to open up opportunities for women, with a focus on suffrage. The wave formally began at the Seneca Falls Convention in 1848, when 300 men and women rallied to the cause of equality for women. Elizabeth Cady Stanton (d.1902) drafted the Seneca Falls Declaration outlining the new movement's ideology and political strategies.

In its early stages, feminism was interrelated with the temperance and abolitionist movements and gave voice to now-famous activists like the African-American Sojourner Truth (d.1883), who demanded, “Ain't I a woman?” Victorian America saw women acting in very “un-ladylike” ways (public speaking, demonstrating, stints in jail), which challenged the “cult of domesticity.” Discussions about the vote and women's participation in politics led to an examination of the differences between men and women as they were then viewed. Some claimed that women were morally superior to men, and so their presence in the civic sphere would improve public behavior and the political process.

The second wave began in the 1960s and continued into the 1990s. This wave unfolded in the context of the anti-Vietnam War and civil rights movements and the growing self-consciousness of a variety of minority groups around the world. The New Left was on the rise, and the voice of the second wave was increasingly radical. In this phase, sexuality and reproductive rights were dominant issues, and much of the movement's energy was focused on passing the Equal Rights Amendment to the constitution guaranteeing social equality regardless of sex.

This phase began with protests against the Miss America pageant in Atlantic City in 1968 and 1969. Feminists parodied what they held to be a degrading “cattle parade” that reduced women to objects of beauty dominated by a patriarchy that sought to keep them in the home or in dull, low-paying jobs. The radical New York group called the Redstockings staged a counter pageant, in which they crowned a sheep as Miss America and threw “oppressive” feminine artifacts such as bras, girdles, high-heels, makeup and false eyelashes into the trashcan.

Because the second wave of feminism found voice amid so many other social movements, it was easily marginalized and viewed as less pressing than, for example, Black Power or the effort to end the war in Vietnam. Feminists reacted by forming women-only organizations (such as NOW) and “consciousness raising” groups. In publications like “The BITCH Manifesto” and “Sisterhood is Powerful,” feminists advocated for their place in the sun. The second wave was increasingly theoretical, based on a fusion of neo-Marxism and psycho-analytic theory and began to associate the subjugation of women with broader critiques of patriarchy, capitalism, normative heterosexuality, and the woman’s role as wife and mother. Sex and gender were differentiated – the former being biological, and the latter a social construct that varies culture-to-culture and over time.

Whereas the first wave of feminism was generally propelled by middle class white women, the second phase drew in women of color and developing nations, seeking sisterhood and solidarity and claiming, “Women’s struggle is class struggle.” Feminists spoke of women as a social class and coined phrases such as “the personal is political” and “identity politics” in an effort to demonstrate that race, class and gender oppression are all related. They initiated a concentrated effort to rid society top-to-bottom of sexism, from children’s cartoons to the highest levels of government.

The third phase of feminism began in the mid-1990s and is informed by post-colonial and post-modern thinking. In this phase, many constructs have been destabilized, including the notions of “universal womanhood,” body, gender, sexuality and heteronormativity. An aspect of third wave feminism that mystifies the mothers of the earlier feminist movement is the readoption by young feminists of the very lipstick, high heels and cleavage proudly exposed by low cut necklines that the first two phases of the movement identified with male oppression. Pink floor expressed this new position when she said; “It’s possible to have a push-up bra and a brain at the same time.” .

(Martha Rampton, Pacific Magazine 2008)

The “girls” of the third wave have stepped onto the stage as strong and empowered, eschewing victimization and defining feminine beauty for themselves as subjects, not as objects of a sexist patriarchy. They have developed rhetoric of mimicry, which reappropriates derogatory terms like “slut” and “bitch” in order to subvert sexist culture and deprive it of verbal weapons. The web is an important aspect of the new “girlie feminism.” E-zines have provided “cybergirls” and

“netgrlrs” another kind of women-only space. At the same time – rife with the irony of third-wave feminism because cyberspace is disembodied – it permits all users the opportunity to cross gender boundaries and so the very notion of gender has been challenged.

In 21st Century – Jennifer Radloff, in her article, African Cyberfeminism in the 21st century in Journal Feminist Africa’s edition, “e-spaces; e-Poitics” define Cyberfeminism in digital world by her surveys done in Africa. In her articles, she studies the navigation the potential and the power dynamics of communication in digital age.

Jennifer writes that Cyberfeminism has expanded the feminism activism and this journal itself is a live example of how Cyberfeminism kept the African Feminism attached to global Cyberfeminism. She further said the ICT (Information Communication technology) was biased

on gender basis, geography, cultural, economic, political, cultural, racial and power. The most ubiquitous digital tool is mobile phone. Men still higher in users but female number using internet is increasing rapidly. Although all tools and means to be online matters in the Cyberfeminism. But it made possible to discuss and for asking accountability and justice online which was earlier not possible offline. There are many case studies across the globe to affirm this that internet made possible for demanding action, justice and accountability on women issues with the help of online discussion in masses. Not only this, Caroline Tagnay and Jac SM Kee's explain in EROTICA (Exploratory Research on Sexuality & ICTs) project, focuses on marginalized groups. These groups write about sexual expression, sexualities and sexual health practices, moral and cultural attitudes online. The new generations born in digital age, avid users of technology discuss Cyberactivism and involve the students from all sectors belonging to different languages, economic sectors or geography. In fact, this generation is making efforts to involve those who are not sound in using technology. Scholars like Susan Luckman, University of Queensland, Australia and Anna Munster, University of New South Wales, believe that this idea of revolutionary changes in feminist thinking, ideology and activism, is overly simplistic or reductive. This is not a deep approach towards cyberfeminism and deviate masses from the historical contexts of production and use of new technologies and new digital tools. The focus is only on the cyberfeminism, rather focus should be on ensuring the making of women as integral users and producers of these new technologies, irrespective of their ways and motive to use. World should ensure that women are part of the future. Many critiques are of opinion that in the race of increasing the number of technology using women is giving half or wrong information about the reality.

Technology revolution should not give a fantasy effect that it will bring a revolution in women empowerment. Sticking to the reality it can be used in that direction, but it will need lots of other changes and requirement. Women can be empowered by access to internet, by being comfortable fluent in using new technologies. Scholars of all phases agree on one thing that Cyberfeminism, Cyberactivism will bring a big positive change towards women empowerment and feminist activism. But just not by counting the number of women but by focusing on the content, information being shared, by making efforts to provide this technology to all, by making rigorous efforts to include the marginalized groups and by continuous discussion, analysis of feminist ideology, thinking, updating this knowledge will bring the expected results. It is changing every day so should be its analysis and updating, modification.

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