

CONTEMPORARY ISSUES IN SOCIAL SCIENCE

A MULTI-DISCIPLINARY APPROACH



St. Andrew's College of Arts,
Science and Commerce

Contemporary Issues in Social Science Research

A Multidisciplinary Approach



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St. Andrew's College of Arts, Science and Commerce, Bandra

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MESSAGE FROM PRINCIPAL

The student research seminar is a very significant activity of St. Andrew's College. Through this, we try to impart research skills among undergraduate students. This helps students to enhance their research aptitude. In order to encourage our students to undertake this venture with passion, the theme of the seminar for this year was '**Contemporary Issues of Social Science Research**'. As expected we have received a diverse range of research papers on several topics. The present volume is an intellectual feast for those are looking for the impact of social media, gender studies, mass media, banking, and economic downshift all over the world.

I congratulate students and staff members who are part of this research venture and wish that St. Andrew's has many more research activities for students and staff.

Dr. Marie Fernandes

ACKNOWLEDGMENT

The student research seminar is the activity that allows us to work with young researchers. This is the collective effort and teamwork of staff and students. I take this opportunity to extend my gratitude to those who are directly or indirectly involved in this research venture. First of all I thank our Management and Principal for providing their wholehearted support to the entire venture. I thank the judges of the seminar for adding their valuable comments for the improvement of students' research papers. I also express my gratitude to the teachers who mentor students through their entire research journey. Last but not least I thank all the student participants, without their participation this venture could not witness this success in the form of publication.

Dr. Sujata Rajpurkar

PREFACE

The present book is a product of eight research articles written by our second and third-year students. It is the outcome of nine to ten months of strenuous efforts of students and staff of St. Andrew's. This year the broad theme of the student research seminar was 'Contemporary Issues in Social Science Research'. We have received a good number of papers on the theme however in the end those who have survived after the peer-reviewed scrutiny and similarity check process are selected for publication. The first paper of this volume is 'Relationship between the popularity of a meme and role of memes in alleviating stress and increasing coping efficacy' written by Anjali Nair Yastika Sahai and Samson Carvalho, examined the effects of various memes on reducing stress, anxiety, and depression and increasing coping efficacy by measuring these emotional states. The second paper written by Ashwathy Nair, 'Romanticization of Trauma in Children's Literature with Reference to Harry Potter' discussed trauma in children's literature. The next paper, 'Perception of Misogyny in Popular Shows and Movies on OTT Platforms Amongst College Students' written by Alish Fernandes discussed the impact of OTT shows on the life pattern of the common public. The fourth paper, 'Economic Slowdown: a comparative study of Indian Economy to USA and UK Economy' penned by Shreya Deshpande, discussed global slowdown with special reference to the Indian, USA, and UK economies. The next paper, Customer Awareness and Perception Towards Green Banking by Priya Bhandare and Jyoti Bhatia traced the perception of the general public towards green banking. The Significance of Sex Education among Adolescents written by Keegan Stephons Stalley D'Almeida brought through understanding about the significance of sex education among college students or teenagers. Why Indians Watch Regressive TV Shows Despite Being Aware of Their State, in this Shruti Nangia discussed the influence of regressive TV shows on people's mental health. The last article of this publication was written by Sakshi Chouhan and Shruti Warrior, Understanding Contrast in Perception of Queer Gender, Labels, and Sexuality through Queer and Non-queer Lenses. The article presents the perspective of society toward queer community.

Relationship between the popularity of a meme the and role of memes in alleviating stress and increasing coping efficacy

Nair, Anjali, Sahai, Yastika and Carvalho, Samson

Abstract

This research experiment examined the effects of various meme types (parent cute, parent non-cute, offspring cute, and offspring non-cute) on reducing stress, anxiety, and depression and increasing coping efficacy by measuring these emotional states at three different time intervals and comparing them. By having participants assess the memes on a scale from 1 to 3 (not funny to funny), we were able to determine if parent memes are more well-liked than offspring memes. The DASS 21, a condensed version of the original scale, was used to assess the emotional states of the participants. We discovered that memes had no significant effect on stress, depression, or anxiety levels. Additionally, we deduced that the popularity of parent memes and offspring memes was comparable.

Keywords: Memes effect, Stress management, Anxiety, Depression.

Introduction

During the COVID-19 pandemic, the WHO advised against overexposure to COVID related news during the pandemic because it was thought to be detrimental to mental health. However, it is also true that media can aid in stress management in addition to this suggestion. In reality, a lot of people use social media as a coping mechanism for stressful situations.

Particularly, memes became extremely popular because they highlighted the absurdities and humor of daily life with a splash of sarcasm and also because they may be the outcome of people's shared experiences. A growing body of research indicates that media use improves coping skills and reduces stress. Research conducted in 2020 studied the role of memes in alleviating stress and increasing coping efficacy in humans. This study examined the impact of cute and non-cute memes on coping efficacy during COVID and stress management.

In this study, we seek to determine the relationship between a meme's popularity and its ability to reduce stress and improve coping efficacy.

Objectives

- i) To ascertain whether offspring memes are less popular than parent memes
- ii) To discern whether cute memes predict lesser coping efficacy than non-cute memes
- iii) To establish whether there exists a relationship between the popularity of a meme and the coping efficacy of a meme

Literature Review

Coscia (2014): Terminologies relevant to our topic:

1. Meme: A meme is a cultural unit defined by an atomic concept that serves as the foundation for more substantial and intricate cultural organisms. It is identified by a name and a template and it can be implemented in different forms.
2. Meme template: A meme template is a piece of information that is used as a signature of the meme itself and it identifies it in an unambiguous way. In our experiment, we focus on memes where the templates are pictures.
3. Meme Implementation: A meme implementation is any human expression that puts together the meme template and some additional information, whose meaning is semantically related to the meme concept. In our research experiment, a meme implementation is a short text superimposed on the meme template. (Michele Coscia:014: Average is Boring-How similarity kills a memes success)

In formal terms, two memes differ when the atomic concept they contain differs. The meme implementations and templates of the parent cute memes and offspring cute memes differed in our study. Parent and offspring non-cute memes use the same template, but have different meme implementations. We must study a certain period of time within a meme's lifecycle in order to understand how it evolves over time. To determine the meme's popularity and the meme's role in relieving stress and improving coping skills, we do this. Memes are assumed to be derived from at least one pre-existing meme to some extent. Previously existing memes are called parent memes. Offspring refers to the derived meme. Typically, the most similar pre-existing meme is regarded as the meme's parent. Memes that originate from a parent are called offspring. It is possible for an offspring to be a direct descendant of the parent meme or have a distant and weak link to it.

Coscia, M. (2014): We estimate the degree of similarity between parent and offspring variants on the basis of:

- Meme Name
- Meme Template
- Meme Content

Coscia, M. (2014): The following elements determine a meme's level of popularity: (broadly).

- Social network structure
- Finite user attention
- The intrinsic characteristic of the meme itself

In our research paper, we concentrate on the intrinsic meme characteristic to assess a meme's popularity. The popularity of the parent and offspring memes are determined

by its similarity. The offspring meme has a greater probability of becoming popular and receiving more votes if its intrinsic traits differ from those of the parent meme. Parental memes become less popular following the birth of their offspring meme. In our experiment, we will compare the roles of parent and offspring memes of cute and non-cute memes to ascertain their contribution to stress reduction and improved coping efficacy. We will use the DASS questionnaire to assess the participants' stress levels and they will be asked to rate various memes to determine how popular they are.

The parent and offspring memes are further divided into two groups: cute and non-cute. Animal memes are classified as cute memes, whereas human memes are classified as non-cute memes.

We aimed to see how viewing memes affected the following affective responses which are measured directly:

Stress: (Professional, n.d.) Stress is a normal human reaction that happens to everyone. In fact, the human body is designed to experience stress and react to it. When you experience changes or challenges (stressors), your body produces physical and mental responses. That's stress. In order to deal with the challenges and uncertainties of existence, all living systems must undergo some stress. Through hormonal signals, the fight-or-flight response, activated by the perception of danger, prepares animals to meet threats or flee them.

Anxiety: Anxiety is both a mental and physical state of negative expectation. Mentally it is characterized by increased arousal and apprehension tortured into distressing worry, and physically by unpleasant activation of multiple body systems—all to facilitate response to an unknown danger, whether real or imagined. Anxiety is meant to capture attention and stimulate you to make necessary changes to protect what you care about. Occasional bouts of anxiety are natural and can even be productive. Anxiety can be considered the price we humans pay for having the ability to imagine the future.

Depression: Psychology Today says “Depression often involves persistent sad, [anxious](#), or empty mood; feelings of hopelessness or [pessimism](#); and feelings of [guilt](#), worthlessness, or helplessness. It can also involve a loss of interest or pleasure in hobbies and activities that were once enjoyed, including [sex](#). Decreased energy, fatigue, or a sense of being "slowed down" are also common, as are restlessness, irritability, and difficulty concentrating, remembering, or making decisions. Many with depression have thoughts of death or suicide.”

And indirectly i.e.

Coping efficacy: Coping efficacy refers to beliefs about personal control over the outcomes of stressors rather than attributions about the cause of events (Nolen-Hoeksema, Girgus, & Seligman, 1992). Coping efficacy refers to the personal ability to cause positive outcomes rather than a more general belief in the likelihood of positive outcomes (Scheier & Carver, 1987) and thus differs from optimism. About the outcome of events.

I don't know what this cow is going through but I can relate



When you check your bank account after a fun weekend



We are also assessing how well people respond to various types of memes. We distributed the parent-offspring resemblance meme in the manner described above. Examples of how the similarity has been distributed:

Parent Cute Meme Offspring Cute Meme



Parent Non-Cute Meme



Offspring Non-Cute Meme

Not all memes that originate from the same source in a position of strength in the network eventually dominate the network's attention, and these memes have distinct characteristics. Also, meme reposts from various users go viral regardless of network position, demonstrating meme content's independence from network position. Borondo et al.¹ showed that meritocracy, i.e. product attributes, has a significant

impact on the outcome of product success in given network topologies. Consequently, our findings can be used to complement the approach investigated by Weng et al.

Methodology

A. Participants

A research experiment was carried out on a sample of 60 people (females and males) ranging in age from 18 to 30.

Group 1- Participants in the first group (parent cute) ranged in age from 18 to 20. Females outnumbered males by a factor of ten to five. The initial group's participants were all students of St. Andrews College.

Group 2- Participants in the second group (parent non-cute) ranged in age from 18 to 30. Females outnumbered males by a factor of ten to five. Participants in the second group included students of St. Andrews College, graduate students from Kerala, and married working people from Mumbai and Dubai.

Group 3- Participants in the third group (offspring cute) ranged in age from 18 to 26. The number of males and females was 8 and 7, respectively. Graduate students and working people from Mumbai and Kerala made up the third set of participants.

Group 4- Participants in the fourth group (offspring non-cute) ranged in age from 18 to 22. There were 9 females and 6 males in total. Graduate students from Mumbai were among those who took part in the fourth group.

B. Procedure

Participants provided their emotional responses of depression, anxiety, and stress after viewing the stimuli (memes) belonging to the group assigned to them (parent cute, parent non-cute, offspring cute, offspring non-cute).

C. Stimuli

Parent Cute, Parent Non-cute, and Offspring Cute, Offspring Non-cute memes were found on social media platforms such as Instagram, Twitter, and Facebook. Websites such as meme generator and reddit were also referred to. No alterations were made to the memes to meet the requirements of the experiment. 60 people were divided into four groups of 15 members each. We had one central measure: respondents were asked to refrain from using social media for one day. They were asked to complete the DASS 21 questionnaire three times: the evening before the experiment (first), the next morning (second), and the following evening (last). The final questionnaire comprised five memes based on the group to which they were assigned. See the table given below to understand the stimuli used in this study.

D. Measures

The DASS is a set of three self-report scales designed to measure the negative emotional states of depression, anxiety, and stress. The DASS was constructed not merely as another set of scales to measure conventionally defined emotional states, but to further the process of defining, understanding, and measuring the ubiquitous and clinically significant emotional states usually described as depression, anxiety and stress. The DASS should thus meet the requirements of both researchers, scientist and professional clinicians.

Each of the three DASS scales contains 14 items, divided into subscales of 2-5 items with similar content. The Depression scale assesses dysphoria, hopelessness, devaluation of life, self-deprecation, and lack of interest/involvement, anhedonia, and inertia. The Anxiety scale assesses autonomic arousal, skeletal muscle effects, situational anxiety, and subjective experience of anxious affect. The Stress scale is sensitive to levels of chronic non-specific arousal. It assesses difficulty relaxing, nervous arousal, and being easily upset/agitated, irritable/over-reactive, and impatient. Subjects are asked to use 4-point severity/frequency scales to rate the extent to which they have experienced each state *over the past week*. Scores for Depression, Anxiety, and Stress are calculated by summing the scores for the relevant items.

Hypothesis

1. Offspring cute memes are more popular than parent cute memes.
2. Offspring non-cute memes are more popular than parent cute memes.
3.
 - a) Offspring cute memes predict better coping efficacy than parent cute memes.
 - b) Offspring cute memes help in alleviating stress to a greater degree than parent cute memes.
4.
 - a) Parent non-cute memes predict better coping efficacy than offspring non-cute memes.
 - b) Parent non-cute memes help in alleviating stress to a greater degree than offspring non-cute degree.
5.
 - a) Parent cute memes predict better coping efficacy than parent non-cute memes.
 - b) Parent cute memes help in alleviating stress to a greater degree than parent cute memes.
6.
 - a) Offspring cute memes predict better coping efficacy than offspring non-cute memes.
 - b) Offspring cute memes help in alleviating stress to a greater degree than offspring non-cute memes.

7. a) Parent cute memes predict better coping efficacy than offspring non-cute memes.
- b) Parent cute memes help in alleviating stress to a greater degree than offspring non-cute memes.
8. a) Parent non-cute memes predict better coping efficacy than offspring cute memes.
- b) Parent non-cute memes help in alleviating stress to a greater degree than offspring cute memes.

Results

The DASS scale produced three sets of scores for depression, anxiety, and stress respectively. These were collected for participants in all four conditions viz., Parent-Noncute, Parent-Cute, Offspring-Cute, and Offspring-cute. The results of the following are as seen in table 1. (Refer to table 1.) The difference between the second administration and the third administration was considered to evaluate the efficacy of the memes to elevate feelings of depression, anxiety, and stress. (Refer to table 2). A Multivariate Analysis of Variance (MANOVA) was carried out to test the relationship of independent variables Parent vs Offspring, Cute vs Non-cute with respect to the dependent variables Depression, Anxiety, and Stress. The average rating of the Parent Off vs spring meme, cute vs Non-cute meme was calculated to examine popularity of memes. Kindly refer to table 3 for the results.

TABLE 1

		Depression				Anxiety				Stress			
		Before	After	Difference	Average	Before	After	Difference	Average	Before	After	Difference	Average
Parent memes	cute (animals)	11.85	8.28	3.57	3.85	10.71	8.5	2.21	3.113	11.57	8.71	2.86	3.5
	non-cute (humans)	11.28	7.14	4.14		11.28	7.28	4		8.85	4.15		
Offspring memes	cute (animals)	9	10.28	-1.28	8.28	11.14	-2.86		-0.71	11.71	10.42	1.29	1.85
	non-cute (humans)	9.14	7.57	1.57	0.145	9.71	8.28	1.43		10.42	8	2.42	

TABLE 2		Depression Difference	Anxiety Difference	Stress Difference
Parent memes	cute (animals)	3.57	2.21	2.86
Offspring memes	cute (animals)	-1.28	-2.86	1.29
Parent memes	Average non-cute (humans)	1.145 4.14	-0.325 4	2.075 4.15
Offspring memes	non-cute (humans)	1.57	1.43	2.42
	Average	2.855	2.715	3.285

TABLE 3	Ratings/Votes	
Parent memes	cute (animals)	1.48
	non-cute (humans)	1.59
	Average	1.53
Offspring memes	cute (animals)	1.44
	non-cute (humans)	1.54
	Average	1.49

TABLE 4- MANOVA RESULTS						
	Df	Pillai's Trace	<i>F</i> Value	Df (numerator)	Df (denominator)	P-value
Parent vs Offspring	1	0.082	1.62	3	54	0.19 (n.s.)
Cute vs Non-cute	1	0.073	1.42	3	54	0.24 (n.s.)
Interaction Effect (Parent vs Offspring X Cute vs Non-cute)	1	0.061	1.18	3	54	0.32 (n.s.)
Residuals	56					

Discussion

The present study examined the impact of Parent vs Offspring and Cute vs Non-cute memes on the Depression, Anxiety, and Stress scores of the participants. The results were not consistent with the existing literature. It was found that there was no significant change in the depression, anxiety, and stress scores with respect to the memes being viewed. Hence, the null hypotheses were all accepted.

Certain confounding variables could also have been the reason:

1. We did not explore the effects of traditional media on people's coping efficacy in our experiment.
2. We did not evaluate the share ability, reliability, and humor evaluations of memes in our study.
3. Differences and deficits in people's abilities to deploy adaptive emotional regulation strategies can influence their response to and coping efficacy with memes.
4. People use social interaction as a coping mechanism. We did not account for the effect of this confounding variable.

Limitations

- The size of the sample is inadequate.
- Unlike during the pandemic, individuals did not withdraw from social interaction, which is a coping mechanism in itself.
- The findings cannot be generalized to the rest of the population.
- Certain variables, such as social network structure and unlimited user attention, which influence meme popularity, were not measured in this study.

Scope for future research

Meme marketing entails producing a meme that resonates with Internet users by referencing the defining elements of each meme but adding a unique twist that distinguishes it. To get their marketing efforts right, one must understand the structure (properties) of the meme they intend to use and keep a pulse on what memes are popular. Our research focuses on the intrinsic characteristics of various types of memes in order to determine and compare their popularity. It would be interesting to investigate parent and offspring memes in terms of meme marketing (since a meme is characterized as parent or offspring on the basis of intrinsic characteristics).

Conclusion

The present study examined the impact of parent vs offspring and cute vs non-cute memes on the depression, anxiety, and stress scores of the participants. The results were not consistent with the existing literature. It was found that there was no

significant change in the depression, anxiety, and stress scores with respect to the memes being viewed.

APPENDIX:

PARENT CUTE & OFFSPRING CUTE MEME INFORMATION

(Different template as well as different meme implementations)

Meme template description/info (parent)	Meme template description/info (offspring)	Status	Type	Year	Origin	Caption (parent)	Caption (offspring)
1) Doge is a slang term for "dog" that is primarily associated with pictures of Shiba Inus (nicknamed "Shibe") and internal monologue captions on Tumblr . These photos may be photo shopped to change the dog's face or captioned with interior monologues in Comic Sans font.	1) Swole Doge vs. Cheems refers to a comparison format in which representatives of the same group from two historical eras are presented as Swole (Chad) Doge and Cheems and are compared to each other.	Both Confirmed	Parent-Image Macro Offspring-Illustration	Parent-2017 Offspring-2020	Instagram/Reddit	A restraining order is in effect- "Wow, what are you doing? r-ap-e, keep your hands away from me, so scare, concern" in the frame in comic sans font.	Teens 60 B.C (Swole doge)– "I have returned from gladiator training and ready for my arranged marriage" Teens now (sad cheems)- "Mom, timmy called me a simp"
2) Ocean cow meme is based on an image shared by an Instagram user of a cow standing alone on a beach saying "mentally I'm here" which was later on turned into memes revolving around the same context.	2) As the ocean cow meme started gaining popularity, posting or creating photoshops of pictures of various other animals with "mentally I'm here" captions became trending. Dog on the beach is one of them.	Both-unknown	Parent-Image Macro Offspring-Photoshop	Parent2019 Offspring-2020	Instagram/Reddit	I don't know what this cow is going through but I can relate.	When you check your bank account after a fun weekend.
3) Staring Cat, also known as Gusic and Swag Cat, refers to a ginger cat known for its photographs in which it stares directly at the camera. @swgcat posted the first photograph of a Ginger cat of unknown name	3) As the staring cat meme started gaining popularity, people started posting pictures of their pets or other animals staring at the camera which eventually led to many more memes of the same kind. A staring dog in a bad angle	Both-Confirmed	Parent-Image Macro Offspring-Image Macro	Parent-2017 Offspring unknown	Instagram	"Why don't you like video calls?" Me in video calls- *template*	"Why don't you like video calls?" Me in video calls- *template*

looking at the camera, posting more photographs in the following days.	is one of them.						
4) "I'd Like to Speak to the Manager" memes have been trending recently. An image shared by a user turned into a Meme where the dog is to be seen sitting on an employee's table with its hand raised in a polite way.	4) An image of two dogs, one of them with classes in front of a computer and the other one seated back in the chair, both wearing the employee uniform with ID cards is assumed to be a staged picture in order to create the said meme.	Both-unknown	Parent-Image Macro Offspring-Image Macro	Parent-2018 Offspring-unknown	Twitter/Instagram	"I'd Like to Speak to the Manager" "Sir, please lower your voice."	"Sir, I'm gonna have to ask you to lower your voice. This is a place of business."
5) A small stoic dog wearing a turtleneck shirt and glasses is a meme generated from an image shared by a user of their dog explaining how sometimes people say fancy words to feel fancy.	5) An image of a fancy dog in a pink outfit with pink glasses working on a pink computer with long hair (wig) was made into a meme after the stoic dog started trending.	Both-unknown	Parent-Image Macro Offspring-Image Macro	Parent-2018 Offspring-unknown	Instagram/Reddit	When I write "contrary" instead of "opposite" in the school essay.	Wife: Where's the dog? Me: Do you have an appointment? Wife: What? Me: An appointment Wife: I just want to pet her Ms. Fluffykins: Send her in.

PARENT NON-CUTE & OFFSPRING NON-CUTE MEME INFORMATION

(Same templates but different meme implementations)

Meme template description/info	Status	Type	Year	Origin	Parent meme	Offspring meme
1) "Jal lijiye" is taken from 2006 film Vivah starring Amrita Rao and Shahid Kapoor where Rao is seen, in an ethereal pink suit, offering Jal (water) to the guests.	Confirmed	Image Macro	2021	Twitter/Instagram	No one: My hypothalamus at 3 AM: *template*	"nope" Along with drake's iconic sequence showing what he likes and dislikes.
2) Mother ignoring kid drowning in a pool is from an image of a woman lifting up one child in a pool while the other child behind her is struggling to swim. Later, Reddit users began adding a second panel below the original image of a skeleton underwater.	Confirmed	Image Macro	2018	Reddit	Schools- Students who memorize who memorize everything (lifted child) Students who are good at problem solving (drowning child) Students who are good at expressing their opinions, thoughts and feelings (skeleton underwater)	How to gather the will to wake up (lifted child) anger (drowning child) happiness (skeleton)
3) Disaster Girl is a photoshop meme in which a photo of a smiling girl is	Confirmed	Exploitable, Photoshop	2007	Unknown	My neighbors used to listen to Justin Bieber *burning house*	Goodbye twitter, been a good run. #RIP Twitter (Elon musk's

superimposed on to images of natural disasters and accidents to imply that she has caused some type of calamity depicted in the background.					“used to”	face on the disaster girl and the burning house as twitter)
4) Grant Gustin Next to Oliver Queen's Grave is based on a set photograph of actor Grant Gustin, who plays the titular character on CW's The Flash, kneeling and holding up peace sign next to the grave of Oliver Queen, also known as The Green Arrow, the DC Comics superhero hero from the CW series Arrow.	Confirmed	Image Macro	2020	Instagram	When the guy who stole your girl dies.	The joy of 2019 (the tombstone) Small business owners, School, Stock Market (buried) 2020 (Grant Gustin)
5) A meme based on an image posted by a Tumblr user of himself excitedly reading a new message and another picture of his disappointed face when he sees the message features a racist slur.	Confirmed	Image Macro	2011	Tumblr /Facebook	We are watching a movie in the class (excited face) You have to answer questions about it (disappointed face)	Mom yelling at me during online class (excited face) And I realize my mic was on (disappointed face)

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Romanticization of trauma in children's literature with reference to Harry Potter

Nair Ashwathy and Shruti Warriar

Abstract

The paper aims to understand how trauma has been romanticized in children's literature for a long time. The context used to show romanticizing of trauma in Children's literature is through the books of Harry Potter. Along with the seven novels of Harry Potter, the research draws a connection between psychological trauma expressed in articles and fanfiction. The after-effects of trauma are suppressed in Children's literature. This research draws attention of future authors to avoid suppressing traumatic outcomes of emotionally threatening scenes. Safety is a feeling children crave at a young age. Trauma in children's literature can be dealt with in a healthy way where they are provided the means through which they can heal.

Keywords: Trauma, Children's literature, Romanticization, Harry Potter, Safety

Introduction

Trauma is a response to an event that a person finds highly stressful. Trauma is often not included in the idea of being victorious over evil. Children are very impressionable and grasp the ideas put forth in front of them. The stories that are catered to kids, young adults focus on creating a rosy picture of experiencing the magical/ fantasy base journey of fighting the villain and successfully completing a mission assigned to them. The idea projected seems to be one of fascination. It urges its young fan base to wish to undergo the adventures to be the heroes/heroines they wish to see in books or on screens. Famous and well-written contributions like Harry Potter, Percy Jackson, and Hunger Games can form a dangerous concept of strength that comes at the cost of safety. As young children, the concept of safety is not at the forefront of their mind, they wish to live a life that excites them, thrills their imagination and in turn these experiences shape their future self.

Research Problems/Limitations

The discussion of trauma in literature is often romanticized for readers to feel for these characters and their story resulting in readers rooting for them. Lack of available resources on romanticization of trauma in children's literature.

Objectives

To critically review the romanticization of trauma in children's literature

Scope of study

To understand the concept of trauma and merge psychological idea with a fiction like Harry Potter that is popular

Literature review

In order to understand this better, the research paper discusses Harry Potter books. The story of a young boy who realises he is part of the wizarding world and that he has a predestined purpose in life. The journey that Harry and his friends take is nothing short of enchanting. The world created by the author, J.K Rowling allows many kids to look up to the characters that are fighting bravely against an evil force who was fought by the adults in the novel. Harry Potter's friend Neville Longbottom grew up without his parents as they were admitted to the hospital after fighting Voldemort in the first battle of Hogwarts. These instances, although brave, set up an unrealistic and harmful bar of strength for any human, let alone a child. Through the sufferings of the main protagonists at such a tender age, children can get the message that great strength comes after losing a sense of security. It highlights their heroic qualities to a degree that the lingering trauma fades into the background. This is where the discussion about trauma must be brought up and highlighted.

J.K Rowling's series of Harry Potter highlights self-care, recovery, and resilience in the third novel. This can be seen when Harry collapses from his first interaction with 'Dementors'— a symbol of depression and hopeless devastation—and the dark arts teacher gives him a chocolate to eat. Getting something sweet in the system at the time of an intense and overwhelming happenstance is psychologically proven effective. This is an example to show a correlation between the spirit, mind, and body. (Thomas, 14).

Caruth draws connection between trauma and memory to extend on Freud's primary model. Sigmund Freud emphasized the importance of the unconscious mind, and a primary assumption of Freudian theory is that the unconscious mind governs behavior to a greater degree than people suspect. Indeed, the goal of psychoanalysis is to make the unconscious conscious (McLeod, n.p). It displays a contrast between repetitious, timeless, and unspeakable, and, a literal, contagious, and mummified event (Balaev, Michelle 3). In Harry Potter, this theory is evident in the central mission that grounds all seven novels to defeat Lord Voldemort.

With the help of existing articles on psychological trauma in children's literature, this research paper narrows the focus on the importance of coexisting safety. The misleading portrayal of trauma, strength and the drastic lack of safety will allow this piece to fill in the gap.

J.K Rowling's first series based on every child's favorite character, Harry Potter, has made thousands of abused kids feel understood. The heavy loss of his mother and father is intensified by the ill-treatment Aunt Petunia and Uncle Dursely inflict on him. The difference in how they treat their son and nephew is evident in the first few chapters in these scenes in the book: The birthday scene where Dudley gets over

thirty gifts whereas Harry gets none when his birthday arrives. Here, Harry is a substitute of a servant whereas Dudley is pampered. Dudley gets his room as opposed to Harry sleeping inside a literal cupboard under the staircase.

Harry is in Hogwarts, defeating and outrunning Voldemort's (the antagonist) greater plan in the entire course of the series. In the novel *Harry Potter and the Philosopher's Stone*, Harry's major moments of bravery were fighting off a troll and Professor Quirrell with Voldemort's decapitated form attached to the back of his head. Harry faces the Basilisk (Serpent king) and gets bitten in the process in the second novel *Harry Potter and the Chamber of Secrets*. Emotional torment is dug out in the third novel, *Harry Potter and the Prisoner of Azkaban*, when he is forced to produce a Patronus against soul-sucking mythical creatures called the Dementors—How easy is it to forget he is only thirteen? Despite a magical world, the human age in context with pain capacity is not enchanted.

To defeat a dementor, the spell the wizarding world came up with is "Expecto Patronum." It is a Latin phrase that translates to "I expect or await a Patronum or guardian,". It goes on to add that this spell does not require intellectual brilliance or positive thinking alone. Instead, it works only under the influence of trauma victims, such as Harry, Remus Lupin, Severus, Lily, and James, among others. Here, Harry can perform the spell because of his traumatic past and enduring. A circular pattern can be seen on the very thing (trauma) that dementors feed off as the weapon to destroy them. (Thomas,n.p.)

The storyline officially reached the point where the tone and the message is embodying the darkness. The following novels have him competing with wizards three years over his age, forming a DA—short for Dumbledore's Army—against the most powerful and dangerous wizard of all time and ending with a standoff with Voldemort himself in *Harry Potter and the Order of the Phoenix*. An emotional note is struck by the death of Dumbledore indirectly influenced by the quest to attain the supposed Horcrux, the locket, in the sixth novel *Harry Potter and the Half-Blood Prince*. The Final Battle of Hogwarts concludes with many heart-wrenching deaths and a seemingly gray triumph over The Dark Lord.

In the final book, Harry Potter makes use of one of the deathly hallows called a resurrection stone. This particular scene can be traced back to the African American notion of calling upon the spirits of ancestors. The resurrection stone helps Harry replace isolation with belonging and despair with determination on his way to certain death after he learns that he is the last alive horcrux.

To summarize it, the author writes about the extended effects of the Triwizard Tournament (A fictional competition made up in the fourth book *Harry Potter and the Goblet of Fire*, where Harry had to watch his competitor, Cedric from Hufflepuff, die at the hands of the character called as 'Wormtail'. Watching your

loved ones or close ones die is extremely painful whatever age one might be of. This is the kind of trauma that does not leave a human being for a long time. The best way to cope with this is to get help for the same and as the story revolves around kids, most of the story does not cater to the idea of seeking help to get over this trauma. This is often referred to as PTSD.

As per Diagnostic and Statistical Manual of Mental Disorders (DSM-III), Post-Traumatic Stress Disorder (PTSD) is defined as “a psychologically distressing event outside the range of usual human experience, accompanied by intense fear, terror, helplessness, and significant distress in most people” (DSM - III: 236–8, 248). DSM-IV classifies PTSD as a trauma or stressor related disorder rather than an anxiety disorder (Mambrol,n.p.) . Harry begins to wet his bed because of his troublesome nightmares. He doesn't tell anyone because his friends would worry and his Godfather has to stay hidden as he is a runaway accused of being a criminal in the Wizarding World. Besides them, he doesn't feel like he can trust anyone else, and understandably so. Harry is beyond careful when it comes to trusting people. He feels like people would think less of him. Harry is fourteen-years-old here. Tackling these complex feelings of distrust and the need to always hold up a tough exterior makes the pathway for two of these: Makes him more closed-off from emotional confrontation and gives the younger audience the idea of unwavering strength. (Historyexplorer12n.p.)

J.K. Rowling was diagnosed with clinical depression during the reign of the Harry Potter series. As Caruth points out in the article Trends in Literary Trauma, the effects of trauma can seep into a writer's narrative. Although the brain may avoid returning back to the dark place, trauma makes its way into daily activities, personality, and one's work. The same can be noticed in Harry Potter's personality traits that witness a major shift from trusting to withdrawn. (Balaev,n.p.)

Gap Analysis

This paper bridges the gap between trauma and the absence of PTSD and the healing process in children's literature

Research Methodology

This research is based on qualitative method with literature review and also called as conceptual research. The paper looks at the 7 books of Harry Potter written by J K Rowling. The books in sequence include- *Harry Potter and the Philosopher's Stone*, *Harry Potter and the Chamber of Secrets*, *Harry Potter and the Prisoner of Azkaban*, *Harry Potter and the Goblet of Fire*, *Harry Potter and the Order of Phoenix*, *Harry Potter and the Half-Blood Prince* and *Harry Potter and the Deathly Hallows*. The paper has also reviewed the fanfiction such as “Trauma of a survivor by Historyexplorer12” in order to understand childhood trauma along with understanding basic psychological aspects of trauma through articles such as

“Trauma, Harry Potter, and the Demented World of Academia” by Thomas M'Balía and “Trends in literary trauma theory” by Michelle Balaev.

Discussions and Findings

Harry grew up in the Dursley household with lack of attention, constant feeling of abandonment, neglect and bullying which contributed to the trauma that he carried within himself. Even if Rowling has mentioned this to make the readers feel sentimental about the character of Harry, he is shown to be resilient and persevere for anything in his life. Be it finding the golden snitch or the pain that Voldemort keeps causing until the end of war. There is romanticization of the notion that his past helped shape the resilient character that we see in the later part of the novels. Our past determines the future but why should a child be forced to be resilient and struggle with the effect of such trauma. The children in the novel are exposed to violence and death at a very young age. The shield that is supposed to protect them from the rest of the world is that of love and there is a romanticization of the trauma associated with community-based violence that has not been protected by the elders. There is one instance where Molly Weasley reminds the other older members that Harry is a little boy and need not fight the battle. This brings us to the scene of Harry agreeing to fight the battle when Molly Weasley decides to remind everyone. that he is a young boy. The narrative goes on to talk about how Sirius looks at Harry all proud for being brave to want to take part in the war. This is a romanticization of trauma where Sirius is looking at Harry as though he is James (Harry's father) and almost does not understand the difference between the two. What is called as traumatic grief that Sirius is not over his friend's deaths and so is Harry who has no positive memories of his parents

Traumatisation in adolescence can take a number of paths. Some adolescents become withdrawn, uncommunicative and almost 'shut down' (Kaminer and Gillian). Fantasy worlds like Hogwarts from Harry Potter and Camp Half-Blood from Percy Jackson (Riordan, n.p.) that involve demigods, Gods, and titans. This protagonist was 11-years-old when he undertook his first quest. Throughout the series, the readers along with the characters realize that they are considered as pawns of the God to do bidding. Percy and Annabeth fall off into literal hell—Tartarus—and return with dimmed personalities, new-found sombreness, and fragile trust. These can be seen as after-effects of trauma or as the paper mentioned- PTSD.

Whether it is boredom, the itch for an adventure, or to escape the real world, these literary pieces come through. It has the thrill of quests or solution-seeking, the magical influence of powers, and a heavy load of emotional impairment that young protagonists are left alone to deal with. Harry Potter's support system itself can be deemed flawed to a degree. The traumatized father figures Harry had. Dumbledore was an orphan who later lost his best friend and indirectly played a

role in his sister's death, because of which his only brother estranged him. Remus Lupin lost his three best friends while falling prey to werewolf bites. Sirius Black spent over a decade in Azkaban for a crime he didn't commit, only to die at the hands of Bellatrix (Thomas,10)

He grows up without his parents but he has many people raising him the best way they could. However, these characters themselves have not been able to work on the trauma that was inflicted due to the previous war. They carry the hurt, the pain and the trauma of the past and they end up helping raise Harry and the younger wizards in a similar way. This impacts the way these children from the novel assume the war as their responsibility. Therefore, the paper was able to understand how trauma due to circumstances mentioned above can be seen as on going and even generational. There is a lot of hope and warmth placed upon the children as they are seen as the future of the wizarding world.

Conclusion

Romanticizing trauma is an unhealthy coping mechanism that sends deceptive messages to the readers. It is about time that literary figures break through this pattern. If neglected, romanticizing trauma can disrupt the healing process, reduce resilience, and impact one's behavior deeply. The motive of Harry Potter is not going unnoticed. This story at its core was created so neglected children feel like they too have a purpose, that they are special and important, and of course, loved. This research points out the one thing that does get lost within the intricacies of the plot: Safety. Love and safety are two things no one should have to earn, especially not a child. After coming out of a bad situation, kids are often told that they are stronger now. In other words, it can be misinterpreted as whatever they had to go through is worth becoming strong. It is high time we as a society see this toxic idea for what it really is. These are kids we are talking about. If we're filling up those bookshelves for them to leaf through, we might as well point out the misconceptions. This will prevent the subtle ideas from seeping into their welcoming minds.

More often than not strength is portrayed as nothing but a harsh mask of indifference one has to wear. So that nothing bothers, nothing can happen that can shake up their world. The worst has passed and so shall we because, at the end of the day, Harry Potter is a masterpiece. It has more than just earned its place on the shelves and in our hearts. The preceding generations deserve to know this phenomenal story of the wizard who lived under the staircase. However, let's also teach young readers to segregate the values from misconceptions.

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Perception of Misogyny in Popular Shows and Movies on OTT Platforms amongst College Students

Fernandes Alisha and Shirley Abraham

Abstract

As internet access has increased, so has content consumption in India. The growth in subscription sales on OTT platforms like Netflix and Amazon Prime has also been greatly influenced by the COVID-19 pandemic. These platforms produce a lot of well-known shows and films. The creators take great care to offer fresh and relatable content to pique millennial interest. In reality, however, these shows encourage substance abuse, and violence against women, including verbal and physical abuse. These programs encourage this kind of conduct in teenagers and young adults, normalizing and making it attractive. This study will expose their deception by showing how they appear to be having the opposite effect of what they intended by confusing fiction with reality. This paper will look at how much misogynistic shows affect teenagers and young adults, particularly how these shows are deceiving young girls and women.

Keywords: OTT, Misogyny, Women, Shows and Movies, Netflix, Disney Hotstar

Introduction

Hatred or prejudice against women is referred to as "misogyny" (Kendall, 2022). Misogyny has a long history and a variety of manifestations; its roots may be traced back to ancient Greece as well as the Bible and Quran. It is the result of living in a patriarchal society. Misogyny presents itself in a variety of forms, including sexual harassment, violence against women, coercion, misogynist terrorism, and verbal abuse. The world's oldest prejudice is misogyny (Holland, 2006). Online misogyny is one of the newest and fastest-growing subtypes. Twitter, Instagram, Reddit, and several OTT services like Netflix and Disney Hotstar are just a few of the websites and apps where online sexism is prevalent.

The popularity of the internet, smartphones, and computers has increased in the twenty-first century. They have changed the way we live by digitizing almost every important aspect of it, from education to entertainment. The COVID-19 pandemic is proof that internet usage and related services have skyrocketed around the globe. As a necessary component of existence, entertainment gives us a much-needed break from our demanding lives. It functions as a distraction by separating us from reality. Several OTT services, including Netflix, Disney+ Hotstar, Amazon Prime, HBO Max, and Voot, saw a rise in viewers during the COVID-19 pandemic (Vaishnav, 2021).

Euphoria, 365 Days, You, after, and the 50 Shades of Grey film series are contemporary examples of successful shows and movies. These shows and movies

openly promote substance abuse, and they also glorify violence against women, including coercion, physical abuse, sexual assault, and verbal abuse. These initiatives normalize and elevate this type of conduct among adolescents and young adults (Getachew, 2022). Additionally, the performances are fooling young women and girls by glorifying abuse in the name of romance. As a result, they grow confused about what is real and what is fiction (Smith, 2019).

Objectives

Main objective:

- To study the perception of misogyny in popular shows and movies on OTT platforms amongst college students.

Sub objectives:

- To determine the level of awareness about the sexism in the selected shows and movies amongst college students.
- To understand how the selected shows romanticize abuse and promote misogyny.

Literature Review

Over-the-top media services are also known as OTT platforms, which provide television and film content over the internet at the request and to suit the requirements of the individual consumer at any given time. OTT platforms are taking over traditional cable and satellite television. Digital subscriptions increased by 49%, with the majority of OTT viewers aged 15-34. (Express News Service, 2022). They provide new and fresh content every day to cater to the audience. Some of the most famous OTT platforms in India are Netflix, Disney+ Hotstar, Amazon Prime, and Voot. These platforms are free from censorship and budget clutches, which provides creators freedom with content, genre, forms, and narratives (Vaishnav). Creators want to create content that will be a top hit and have the highest ratings. For this, they are ready to cross all boundaries. Therefore, some of the latest popular shows and movies are producing some of the vilest and most inappropriate content like grooming and nonconsensual sexual contact. Shows like Euphoria and You and movies like 365 Days, after, and the 50 Shades of Grey film series are examples of such shows.

The problem with these shows is that not only are they available on these platforms without any censorship, but they are also marketed as shows for youth and teenagers. Teenagers in particular enjoy watching these shows. Producers produce shows and movies portraying young people having fun, partying, abusing drugs, and engaging in sexual activity. Making it appear as though this is how a teenager should live their life without presenting any activities that are happening, like homework or testing. As a result, viewers feel as though they are missing out on the excitement and desire

to live the life they see in movies. The use of drugs is openly encouraged in these shows and films, and violence against women—including coercion, physical abuse, sexual assault, and verbal abuse. Due to the difficulty in casting real teenagers for such shows, adults play teenagers and youngsters.

It's Trending

These shows have a chokehold not only on the entertainment industry but also on social media. Tweets, memes, reels, Tik Toks, and fan edits are made about these shows and movies. Regardless of how bad the plot is, these shows are getting attention and praise for the actors who star in them and the unrealistic fantasy world that they depict. They make content that shows the so-called "coming of age," which in reality is nothing like what they depict.

The fashion and beauty industries are greatly influenced by shows that are about teenagers. "Euphoria" was New York Fashion Week's biggest beauty inspiration. The HBO series about Gen Z teens sparked a beauty revolution on the NYFW runways (Alexa Tietjen, 2019). Bold outfits, neon lights, and glitter—that's Euphoria. Instagram was flooded with posts of Euphoria-themed parties, makeup, Halloween costumes, reels, and stories. Even the National Institute of Fashion Technology in India celebrated Euphoria Day. The issue is, do the people know exactly who they are dressing up as? People dressing up as Rue, a 17-year-old teenager who is an addict, or Cassie, the most vulnerable character on the show. The most concerning part of this is that not only are these trends being followed by youngsters but also by middle schoolers. Reels on Euphoria themed makeup and fashion, 'Are you lost, baby girl?' audio, and audios from these shows were trending.

Toxic Beauty Standards

Toxic Beauty Standards often leak out into real life, so people feel terrible that they are not buff and muscular or skinny and pretty since everything that comes out of these shows tells viewers they're only valuable if they're [attractive](#). Female actors need to be light-skinned and petite, with perfect skin, hair, and [teeth](#). This makes female audiences very conscious of their normal bodies, thinking that their bodies do not fit the beauty standards and need to be modified. Some of them may even start crash diets, starve, and use other unrealistic methods to look better (Sadhvani, 2021). They even get plastic surgery to look like these actors. The same is true for male actors; they only cast "the tall and handsome" kind with a good physique and charming face to attract female viewers. These movies only survive because of their extremely attractive lead roles. And for the ones who do not fit in, try to fit in by engaging in risky activities. Kat from "Euphoria" is a 17-year-old who deals with body image issues, struggles with societal pressure, and ends up becoming a cam girl (Espinoza, 2022).

Deception

These shows and movies use attractive men to play the role, they are very cleverly using them to make misogyny marketable. Female viewers are blinded by their looks and hence fail to see the problem. Choking, kidnapping, verbal abuse, physical coercion, and drugging are some of the ways misogyny is promoted. If the lead was an unattractive male, the genre would quickly change from romance to crime. Women develop fantasies because they find this behavior attractive. There have been many tweets and memes online about how women want to be kidnapped after watching the 365 Days movie made by women. Thus, these shows and movies are misleading young girls and women.

Substance Abuse

These shows and movies suggest that women are vulnerable under the influence and that men can never be vulnerable, but in fact, they get even more powerful. In films like "After," college students were shown attending frat parties, drinking, smoking, and playing party games, and how an innocent college girl would join them under peer pressure. They also showed how easy it is to take advantage of young girls who are under the influence of alcohol.

In *Euphoria*, it gets even worse because most of the characters are minors. They were frantically throwing themselves into all the dangerous and injurious acts like overdosing, teenage pregnancy, partying, and underage drinking that we'd been trained by popular culture and the media that preceded *Euphoria* to believe were the markers of young adulthood. Social media was central to the unfolding of their tragic sagas, inundating their peers' Instagram feeds with photos of red cups, bags of bud, and hot-boxed cars—all indications of a so-called "real coming of age" (Getachew, 2022).

They took it to an extreme level by showing really disturbing scenes of overdosing, hyperventilation, intoxication, and being high on drugs. These shows are not only showing how they purchase drugs but also how they consume them. For instance, 17-year-old [Rue Bennett](#), played by [Zendaya](#), has been shown snorting drugs and stealing medicines from her friend's house. She takes [powerful opioids like marijuana, Xanax, and fentanyl](#) and injects morphine (Law, 2022).

Abuse and Coercion

Sexual and verbal abuse against women has been glorified in many forms, including eve-teasing, kidnapping, marital rape, and others (Vaishnav, 2021). Women have always been portrayed as weak and helpless. In movies like *You* and *365 Days*, kidnapping, coercion, and stalking are the main themes. In these movies, the men are ready to go to lengths to have the women they like. Joe Goldberg from "You" is a serial killer because he keeps all of these victims in a soundproof glass cage.

Netflix accurately describes "365 Days" as "controversial." The film's audience is left looking for a protagonist among the main characters, all of whom are rapists, kidnappers, or suffering from Stockholm syndrome—the hero, of course, is Massimo (Morris, 2020).

In "Euphoria," abusive relationships and verbal abuse make up half the plot. Older men lure minors for their pleasure, choke them, and use physical strength to assert dominance.

Making sexual and nonsexual violence against women appear to have positive outcomes contributes to greater acceptance (Brownmiller, 1974; Burt, 1980). Adding to this is the famous Andrew Tate "Top G" controversy, which has taken the world by storm. The man who is promoting misogyny and labeling women is a real-life example of how online misogyny can escalate quickly and influence men.

Research Methodology

This is a quantitative research. A diverse group of degree-seeking students from various Mumbai colleges was chosen for this study. Students from St. Andrews, St. Xaviers, Fr. Conceicao Rodrigues College of Engineering, Don Bosco, L.S. Raheja, M.L. Dahanukar, and other colleges participated in this survey. There were 72 participants. The age range covered those between the ages of 18 and 21. Google forms were used to perform the survey. This was the ideal choice because we can gather a lot of data and connect with a large number of students. This is an extremely cost-effective and time-saving method of data collection. The main objective of this research was to study the perception of misogyny in popular shows and movies on OTT platforms amongst college students. The secondary goal of this study was to determine whether Indian college students were aware of or were consumers of such content. The convenient sampling technique use for data collection. To determine whether such shows and movies are promoting misogyny. Two sections make up the survey. The participant's consent and the gathering of their data were covered in the first section. The second half of the survey consisted of 14 multiple-choice questions.

Data Analysis and Findings

Demographic details of participants

72 students participated in this survey. The outcomes are shown in the following table.

1. Age

Age range	Number of participants	Percentage
Below 18	2	2.8%
18-19	61	84.7%
20-21	9	12.5%

2. Gender

Gender	Number of participants	Percentage
Male	31	43.1%
Female	39	54.2%
Prefer not to say	2	2.8%

The following are the results of the second section of the survey. There were 14 multiple-choice questions, which can be further divided into 5 parts.

1. Viewing habits

It has been found that 68 (94.4%) participants prefer watching online shows, movies, and web series, whereas only 4 (5.6%) prefer traditional TV. 65 (90.3%) use OTT platforms such as Netflix, Disney+ Hotstar, Amazon Prime, HBO Max, and Voot, while 7 (9.7%) do not. 66 (91.7%) participants have heard of shows and movies like Euphoria, 50 Shades of Grey, YOU, 365 Days, and After, and 6 (8.3%) have heard of some of them. All of the participants responded "yes" when asked if they had watched any of the above-mentioned shows or movies.

2. Popularity

As the target audiences of these shows are teenagers and young adults, they are highly popular among them. 61 (84.7%) participants think that these shows are popular among college students, and 11 (15.3%) think that they may be popular. 71 (98.6%) participants have seen content related to these shows and movies on social media, and only 1 (1.4%) has not seen such content.

3. Beauty standards

The beauty standards in these shows and movies are unrealistic for both men and women. 55 (76.4%) participants voted that movies like 365 Days, 50 Shades of Grey, and After use attractive actors to cover up the character's terrible actions, but 17 (23.6%) do not think so. 57 (79.2%) participants voted that it has always been shown in movies that beautiful women are supposed to be fair and thin with perfect hair, and 15 (20.8%) do not think so.

4. Substance abuse

54 (75%) participants voted that shows like Euphoria are promoting smoking, vaping, and drugs among teenagers, and 18 (25%) voted that they do not promote these among teenagers.

5. Misogyny

This section contains some of the most surprising and unexpected responses. 38 (52.8%) participants believe that shows like Euphoria promote gender inequality,

while 34 (47.2%) do not. 32 (44.4%) think that movies like 365 Days and 50 Shades of Grey suggest that women are weak, whereas 40 (55.6%) think that they do not suggest that women are weak. This was the most unexpected outcome of the entire survey. 51 (70.8%) participants think that these movies suggest that men may abuse women or do anything they want to them, but 21 (29.2%) do not think so. 55 (76.2%) participants think that these shows and movies use luxury, money, and a rich lifestyle to cover up the violence and abuse against women, whereas 17 (23.6%) do not think so. 50 (69.4%) participants think that these shows and movies promote sexist behavior, whereas 22 (30.6%) think that they do not promote sexism.

Discussions

Easy accessibility and advancements in the internet and its services have increased their usage tremendously. The data collected indicates that a large number of college students prefer watching shows and movies online. Many participants use OTT platforms such as Netflix, Disney+ Hotstar, and Amazon Prime because they allow them to watch whatever they want, whenever they want, and in complete privacy.

It has also been found that the participants have not only heard about shows and movies like Euphoria, 50 Shades of Grey, YOU, 365 Days, and after but have also watched them. According to the data collected, we can say that these shows are highly popular among college students and are also popular on social media. Memes, tweets, fan edits, reels, and social media accounts have added to their popularity.

Unrealistic beauty standards have been showcased in almost every movie. A majority of the participants agreed that these movies star actors and actresses who are extremely attractive and have excellent physical features. They distract the audience with their looks, and hence they fail to see the sexism these movies are promoting.

Euphoria, for example, promotes not only alcohol, smoking, and other illegal drugs but also new ways to get high, such as e-cigarettes and vaping. Not only are vapes and e-cigarettes highly popular among high school and college students, but these are also easily available online and in shops that sell cigarettes. These shows are normalizing such behavior by showing high school students consuming these products and even overdosing. A majority of the participants have voted that such shows are promoting smoking, vaping, and drug use among teenagers.

The last part of the survey had some of the most unexpected responses. Almost half of the participants voted that shows like Euphoria do not promote gender inequality. More than half of the participants think that movies like 365 Days and 50 Shades of Grey do not portray women as weak. Many participants believe that these shows promote violence against women while covering it up with attractive male actors, luxury, and a lavish lifestyle. To support this point, we shall compare it to a study called, "The Effects of Mass Media Exposure on Acceptance of Violence against Women: A Field Experiment." The results indicated that exposure to films portraying

violent sexuality increased the male subjects' acceptance of interpersonal violence against women (Malamuth & Check, 1981). Hence, the results in this section help us prove that people do get carried away and fail to see the sexism these shows and movies are promoting.

Limitations

The data for the present study was collected from the participants residing in Mumbai city. Only 72 respondent participated in survey. This study was limited to 5 English shows and movies on selected OTT platforms. Because these shows include mature content, participants might be hesitant to talk about them and might not want to express their true feelings.

Due to the characters' diverse ethnic, cultural, religious, and economic backgrounds, as well as the fact that these series and movies also deal with themes of gender, health, and the LGBTQ+ community, viewers may be able to relate to some of these characters. Some of these parallels cause people to get carried away and fail to recognize the misogyny that these shows are promoting. As a result, when these shows are criticized, the viewers may feel offended or as though they are being evaluated.

The way that men are portrayed in movies may influence young men to feel antagonized. The male population may view this study negatively.

Recommendations

It's important to remember that anyone, regardless of age, can access OTT services. As mentioned earlier, most content is consumed by users between the ages of 13 and 24. Hence, these platforms should not be used to stream content from shows like Euphoria or films like 365 Days and 50 Shades of Grey with excessively explicit scenes.

OTT platforms need to outlaw shows with strong misogyny and obscene content. For the streaming of these movies, special websites and streaming portals should be created.

It should be mandatory to censor streaming websites and control explicit and pornographic content. A revised list of guidelines should be made by the censor board to curb such content production on platforms such as Netflix and Disney+ Hotstar.

Conclusion

Hence, we can conclude that such shows and movies do alter our perception to some extent by using clever tricks like cinematography, following popular trends, fashion, and attractive actors. This is also the reason why these shows are popular among teenagers and youngsters and are the top hits of today. They also prefer watching these shows. Not only are they spreading the wrong messages, but they are also

influencing the younger generation to do the same. To avoid all of this, streaming platforms must make sure that shows and movies do not showcase extreme misogyny and obscene content.

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Economic Slowdown: A comparative study of Indian economy to USA and UK economy

Deshpande, Shreya and Bhoir, Mihir

Abstract

A drop in the economy or financial strength of the country is called an economic slowdown. Understanding the downfall helps in, analyzing its causes and effects and taking precautions for the future of the respective countries. We have experienced some major downfalls in the past such as the Great Depression of the 1930s, and the 2008 recession, and revived from them successfully. Experts suggest that due to the recent occurrences all around the world, we may experience a downfall in the economy. This paper aims to show that, even in times of downfall, the Indian economy will stay strong and may even grow, as compared to itself in the past two years and as compared to the USA and UK economies. It also shows how our millennial habits saved us from the fall.

Keywords: Indian economy, USA economy, UK economy, Income, Consumption, Savings, Demography, Demand, Decisiveness.

Introduction

Economy of any country is measured by amount of goods and services it produces, economically this is called the Gross Domestic Product of the country. A slowdown all over the nation reduces the GDP of the country, which is economically called a recession. An economic slowdown or a recession is a general downturn in economic activity over a sustained period of time. Fall in monetary activities, a crash in the business cycle are few characteristics of a downfall.

The American definition of a recession is the drop in the GDP for two consecutive quarters. Our biggest International Financial Institution, the World Bank, has recently made a statement saying 'The global economy will shrink by 5.2%, representing the deepest recession since World War two'. This recession, if occurs, will have a tremendous effect worldwide.

There are innumerable tools for predicting recession such as the unemployment rate, which surges up during a downfall, ISM reading going below 45 points, the Institute of Supply Management (ISM), which checks the amount of raw materials ordered, hiring and other activities of the major manufacturers, they make an index for the same, if it is above 50 points the industry is growing and if it falls below 45, the sector's contracting, this almost always indicates a recession, but the one which always works is the yield curve, these curves show us the sale of government bonds.

Nonetheless, this research strives to propose that India may not have any effects from this global slowdown; instead, the Indian economy may also see areas of growth.

As stated by our honorable Prime Minister at Bloomberg Philanthropies in 2019, the Indian economy is backed up by four major factors, which are Democracy, Demography, Demand, and Decisiveness.

For this research Demand, Demography, and Decisiveness are the variables considered.

If we talk about Demand, the demand for consumer goods, automobiles, electronics, and precious metals such as gold is rapidly increasing in India. During the recent Diwali season, the sales of gold have increased tremendously. The sale was 25%-30% more as compared to last year. The price of gold for 10 grams has jumped from 49500rs to 52000rs.

Confederation of all India Traders(CAIT)'s, National President Shri B C Bhartia & Secretary General Shri Praveen Khandelwal said that from the first Navratri (26th September 2022) till Dhanteras(23rd October 2022) the retail business of 1.25lakh crores has been done across the country.

Car sales also have gone up by 45% as compared to last year. Now, if we compare this to other countries, for the month of September, the demand for automobiles in India is 14, 64,001 units while in the UK it is 2, 25,269 units. The gold price in India has increased by 0.31%, while in the USA it fell by 0.20%.

If we look at the oil trade, India's oil trade has not only increased but also India has become an exporter of oil, on the other side the UK is facing a gas shortage because of the Russia-Ukraine war.

The rate of bond in India for 19 years was 7.39% and for 3 years 7.13, in the USA for 10 years it was 3.48% and for 2 years it was 4.25% and in the UK for 30 years it was 2.26% and for 3 years it was 3.19%, this shows, India's investments are going ahead in long terms.

The second variable, Demography, India is vast and is made up of young and emerging talents, which in turn increases the demand in the country. The Indian service sector also gets a major share of foreign direct investments, which increases the demand and exports and helps the economy grow.

The third variable, Decisiveness, is India's seamless, inclusive, and transparent working of the government, for example, the introduction of GST in place of all the indirect taxes shows the decisiveness of the policymakers of India. We also have introduced insolvency and bankruptcy codes to lower, if not nullify the risk of losses. India also has a huge banking web with speed,

efficiency, and transparency in liquid transactions.

Objectives

- 1) A comparative analysis of Indian economy to itself and the US and UK economy.
- 2) Causes and effects of the economic slowdown.
- 3) Measures to get out of the U-curve of slowdown.

Literature Review

'India's Economic Slowdown and Why the IBC Matters', written by Burman, 2021, tells us how the Non-Performing Assets of the nation impact the economy of the nation. He stated that India faces a stagnant economy because of the NPAs, the banks of the country, mainly Nationalised banks are the bone of the Indian Financial System, and reducing the NPAs there is the key to improvement

'Covid-19's Impact on Small Business: Deep, Sudden, and Lingering' 2020 by Strain talks about Covid-19's effects on the labor market and small-scale dealers. It also tells how the fall in GDP affects the grass-root level.

'Prosperity post-pandemic' a research paper by Feely & Jennings in 2020 gave insight into how Australia managed the Covid-19 pandemic with a series of ongoing crises of wildfires and droughts. Burrows & Engelke, 2020, in their paper titled 'What World POST-COVID-19?: Three Scenarios', spoke about how tremendously corona affected the world, but quickly enough we adapted to the changes and also took steps, as a whole, to bring everything back to normal.

'The Great Recession Compared to Prior Recessions', by Langley 2014. This paper compares the effects of the recession of 2008 to other past recessions that affected the USA. It gives a detailed view, of how the 2008 recession affected the local tax and housing system.

'Impacts vary from recession to recession, and from state to state', this paper by Boyd in 2011 talks about how one recession has different impacts on different nations with respect to their financial, spending, and tax structure.

'Reflections on the Great Recession of 2008-09' by Menil, in 2010, gave a glimpse into the situation of the world after the great recession of 2008 caused by the crash in the American stock market. At that point in time, the money market rose drastically and then fell down at the same speed. The interbank market was trapped and as a result, the economy came to a standstill. This paper aided in understanding the causes and aftermath of recessions, also how savings play an important role in the economy of a country.

Obstfeld and Rogoff, in their paper, *Global Imbalances and the Financial Crisis: Products of Common Causes*, 2010, explain that some observers claim that the underlying cause of the 2008 crisis was insufficient savings in the United States as compared to excessive savings in Asia.

Leslie, in his paper, 'Two dimensions of democracy and the economy', 2009, creates a link between the economy of a country to its democratic nature. A good democratically ruled country has better economic stability. It also says that democratic countries face less turbulent growth as compared to other aristocratic countries, and we can see that in India from 2014, the growth in business, tourism, and educational sectors is constantly increasing, leading to economic growth and development of the country. Estrella and Mishkin (1996), in their paper, 'The yield curve as a predictor of recessions in the United States and Europe (1970s)', wrote about understanding yield curves and using them for forecasting a recession. This research tells us that when the demand for a short-term bond rises because of a fall in its prices, the yield curve inverts, that is the rates of the long-term bonds fall below the short-term bonds, which can point towards a downfall. These curves represent the current monetary policies of the government and their movements play an important role in predicting the future for inflation. If we take, for example, the yield curve of The United States as of the 5th of October 2022, the rate for a 20-year bond is 4.05%, and the rate for a 3-year bond is 4.17%. We can also observe the same trend before the recessions of 2008, 2000, and 1998.

All the above literature helped us gain a perspective about how the economy of a country is affected by a recession, but until now a specific study on comparison of the Indian economy to the giant USA and UK economy on the front of a global recession wasn't done, thus this the gap this paper fills.

Methodology

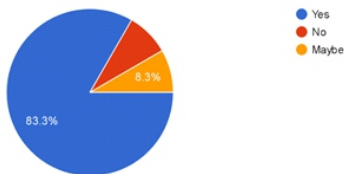
The economy of a country can be measured in numbers in the form of its GDP or various other measures like per capita income, exports-imports, and much more, similarly, it can also be measured by individual opinions about the economy of the country.

This research is qualitative research. For the primary data, Questionnaires, in the form of Google forms, were sent out to people asking their views on the situation of the economy in India. Questions on savings, the habit of spending, changes in income, and expenses with respect to current situations were asked.

For the secondary data, used for comparing the economies, mainly newspapers such as the 'Economic Times' was referred and few research papers on general economics and past recessions were read.

Results from the primary data

Do you think there is inflation in India?
108 responses

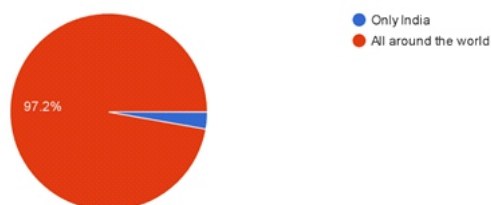


According to the Economic times, while wheat prices have gone up by up to 7% as the speculators are at play, rice prices have gone up by 7% after government allowed export of 6 lakh tonnes of paddy to Nepal. The real-estate prices are also soaring high in major cities of India, such as Mumbai, Kolkata,

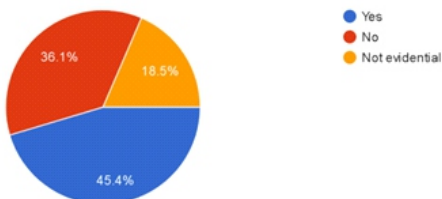
Chennai, Delhi and Bengaluru by 3%-7%. Thus we can say there is a phase of inflation in India, to which majority of people agree.

97% people have agreed that, inflation is not only happening in India but also around the world, in a similar survey conducted by Institute of Public De Sondage d'Opinion Secture, 7 out of 10 people agreed that they have seen prices rise in context of fuel, groceries and restaurants.

Do you think, the inflation is only in India or it is all around the world?
108 responses



Do you think there is a fall in income?
108 responses

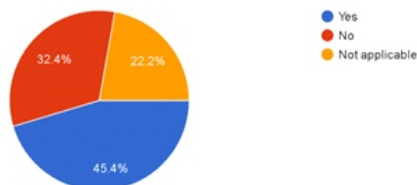


Business Today had predicted that, *India's per-capita income (PCI) is estimated to decline by 5.4% to Rs 1.43 lakh in FY21 from Rs 1.52 lakh in FY20*, which appears to be true and many people approve it.

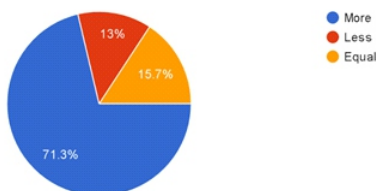
Compatibility here means, is ones income enough to provide for his or her expenses.

Most of the respondents agree with it. The decrease in income and increase in prices is not that drastic thus, maintaining the balance.

Is your income compatible to your expenses?
108 responses



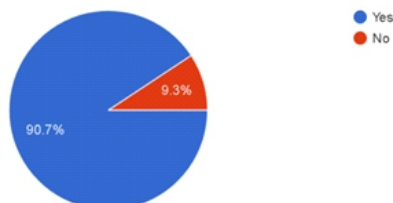
As compared to last 2 years, did you spend more or less this year?
108 responses



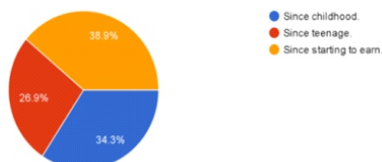
As mentioned in the records earlier, people in India spent a lot this year in gold, automobile and real estate even though the prices were high, thus the spending was more and saving was less. This helped revive our economy and maintain the stability.

According to the data collected, most of the people believe in saving more than spending. Also, as mentioned by an investing consultant while speaking to The Economic times, 'Let us stick to our culture-save today; invest regularly and wisely and ensure a safe and comfortable future.'

Do you have the habit of saving ?
108 responses

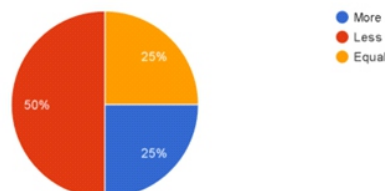


When did you develop the habit of saving?
108 responses

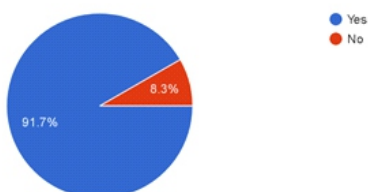


Most people inculcate the habit of savings since a very early age.

As compared to last 2 years, did you save more or less this year?
108 responses

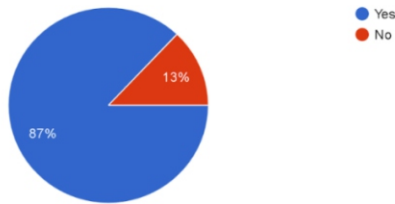


Would you rather, save and invest now and enjoy later or vice versa?
108 responses



Millennial habits of Indians of savings and investing help in future in such situations.

For a country like India, where Population is a big factor, do you think savings and spending affects the economy?
108 responses

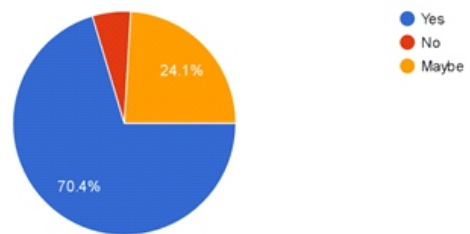


Population is directly linked to demand of the country, if people save more the demand will be less and thus the economy will get into the vicious cycle of

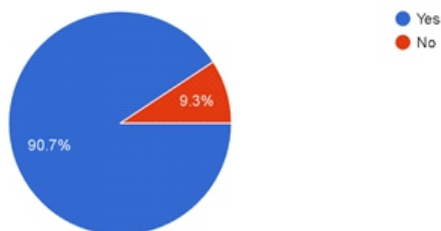
stagnancy, where low demand leads to low production resulting in low income and in return low demand. While on the other hand, if as a whole, the savings are less and spending is more, it makes the economy work more efficiently and attain stability. Like a coin always has two sides, population can be both, an advantage to the country and a disadvantage too, in terms of economics, more the population more the demand and more the economy functions better

Indian market is one of the largest markets of the world. Many foreign entities are also a part of it, and the demand of this market is never ending thus giving the Indian economy more opportunities of investment and growth.

Do you think Indian market has the largest demand in the world?
108 responses



Is India seeing growth?
108 responses



As mentioned in the above data, India's foreign direct investments are increasing at a fast pace and India is also expected to become a manufacturing hub soon. This is an indicator to economic growth of the country.

Results from secondary data

USA	India	UK
Current Population.		
Current population in USA is 33,21,83,000	Current population in India is 1,39,34,09,033	Current population in UK is 6,70,81,000
Working age group		
25-54	15-59	16-65
Working population.		
Working population of USA is around 62.2%.	Working population of India is around 67%.	Working population of UK is around 64%.
Sex-ratio(males per females)		
98:100	110:100	97:100
Major sectors and industries		
USA's major contributions to its GDP have been the tertiary sector, but in the first quarter it has decreased by 0.6%. Major industries now are real estate industries and leasing industries.	The tertiary sector is the biggest sector having 59% share in the GDP of the country. The service sector accounts for 53.89% of total India's GVA of 179.15 lakh crore Indian rupees. Finance industries are currently in boom in India, with a great fintech adoption of at 87% which is ahead than the global average of 64%.	The service sector dominates the UK economy, by having the share of 81% in its economy, however major contributor to this is the festival industry, which has its source from tickets and on-site services, and this can be considered as a volatile source of income.
Workforce sex ratio		
Workforce was made up of 67.6% male and 56% female population.	Workforce was made up of 67.6% male and 10% female population.	Workforce was made up of 79% male and 72.2% female population.
Over the past 10 years the global economy has grown by 27%-Contributions by countries to the growth.		
9.7%	14.7%	1%

Earnings from foreign exchange		
USA dollar is the vehicle currency around the world, thus has a lot of demand, this demand helps the United States to issue bonds at a lower cost, since higher demand for a government's bonds means it doesn't have to pay as much interest to entice buyers, and helps to keep the cost of the United States' debt lower.	On the other hand, India has a trade deficit of 25.71 billion as of September 2022.	UK also has a trade deficit of 7.1 billion.
Decisiveness		
There has been excessive inflation in the US since the presidency of Joe Biden. The money supply has increased by 32%, as agreed by the FED; this uncontrolled fiscal spending will cause inflation.	India has successfully implemented the GST and conducted the demonetisation drive, even though there were few negative public responses for it, but the government remained strong and united, at all times. In case of the Russia-Ukraine war, India had a diplomatic stand to neither support nor oppose anyone, but still managed to maintain good trade relations.	Mini-budget announced by Lizz Truss, began a turbulent period for U.K bond markets. Massive borrowings and new tax cuts for the top earners were announced, which made the pound fall. All of this leads to the shortest reign of a prime minister in UK.

Suggestions

This research suggests that, economy of a country will see growth when, savings are encouraged by the policy makers of the country, also more incentives should be given by the apex economical institutions to the ones who save more.

Scope for further research

The global order is going through dire changes, especially in the economic aspect. India being a stable democracy and a demand-driven economy is less likely to be affected by a slowdown. It is a perfect mixture of both the private and public sectors, being controlled by a single economic cloud. The rapid growth of urban areas, large domestic consumption, and being a prominent member of groups such as BRICS and

G-20, are a few major characteristics of the Indian economy.

The Indian economy is standing strong because of the demand, demography, and decisiveness of the country. Furthermore, research can be conducted on these singular topics and also on how they affect the economy of the country. A more detailed study can be conducted as to why India will survive despite what can be considered a huge demographic barrier. This will be helpful in the future in taking the correct steps and measures for the economic well-being of the country.

This research also acts as a foundation for the future of any similar situation. It emphasizes the methods to stay safe from an economic downfall and keep the economy of the country and world stable.

Limitations of the study

One thing that should be noted is that, major drawback of the way Indian economy is working is capitalizing in the dead investments. Major investments we saw are in the automobile or other materials where returns are low than the cost of acquisition.

Keeping up with the fluctuations in the world possesses a challenge to such predictions. As mentioned earlier the way Indian economy is working, which is mainly based on consumerism might have negative impacts in the long run.

Conclusion

The deduction of this research is that, India will be safe from the effects of this downfall as compared to UK and US economy, main reason being our consumption habits being the same. Savings being a major part of our lifestyles; which also descends down to generations, helped here, savings from a long time now are being spent as we can see, on automobile, gold, real-estate etc. which keep the economy working. The major strength of Indian economy is the habit of its people to save more and spend less. If we also see the case of 2008, India was a bit secured than the US because of the same. This research also aims to inculcate the habit of savings into more people as a measure to prevent downfall.

Now, our economy being strong enough, India will see a growth in exports and an increase in investments from foreign countries, Foxconn has planned to invest \$19.5 billion in Vedanta, a Gujarat based company. India will also be a manufacturing hub soon. Big brands such as Apple.inc have started manufacturing products in India. All of this will have a positive effect on the economy of the country.

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Customer Awareness and Perception Towards Green Banking

Bhandare Priya & Bhatia Jyoti

Abstract

Change is the need of an hour. Global warming is increasing day by day, therefore finding the best ways to reduce global warming is a must. Hence the motto “Go Green” becomes relevant in controlling global warming for sustainable development and Corporate Social Responsibility. As the business can not only run on profits but also has to look for environmental concerns and awareness towards the customers. Hence, this is a move towards having an Eco-friendly environment and being environmentally protective. Therefore, one such area which needs to follow the motto “Go Green” is Green Banking. The study focuses on Green banking with specific reference to reducing paperwork. For such practice, the banks have introduced green products which help in going eco-friendly. The study is conducted using secondary data, graphs, and websites in the Mumbai region. Also survey method used to collect primary data. This paper attempts to understand the concept of Green banking for better sustainable development and to know about customer Awareness. This paper has arrived at the conclusion that customers are more focused on the Green banking system for better sustainable development.

Key Words: Green Banking, Global Warming, Sustainable Development, Environment, Eco- friendly, Customer Awareness.

Introduction

Green is now not only a color but also signifies eco-friendly and eco-consciousness practices. With increasing Global warming and better development of Sustainable Development. It has become a necessity for all businesses and organizations to think for the betterment of society and run not only on profits. Therefore, the mantra “Go Green” becomes relevant for reducing global warming through Corporate Social Responsibility.

The idea of financing and banking has become very crucial during the initial days when there was a rise of Global Warming. Banks being an important field in the concept of financing is a better way to adopt a sustainable way which is majorly called “Green Banking.” It is a movement initiated by the leaders to make an environment liveable for everyone. The Sustainable development goals (SDG) 2030 aims for development that would sustain as this would be a great initiative to work on.

Intech Open in 2020 stated that Green banking is an important way of financing. The banks must focus on green banking for environmental well-being. The best possible way to work against green banking is by rising and moving to make our world a better

place to live for future generations. With this intention researchers undertaken the present study with the following objectives.

Significance

- This research paper is helpful for society to know about Green Banking.
- This is useful in understanding the importance of Green Banking.
- This would help the customers to understand the need in the change of an hour for clean and a better environment

Objectives

1. To understand the concept of Green Banking.
2. To identify the perception of Customers towards Green Banking in Mumbai.
3. To understand the importance of Green Banking.
4. To know about SWOC Analysis.

Scope of Study

The present study included following banks website to study concept of green banking and collect secondary data from Mumbai city.

Bank of India, ICICI Bank, HDFC Bank, Bharat Co-operative bank, Axis Bank, Karnataka Bank, Bank of Baroda, Kotak Mahindra Bank, Citizen Bank, NKGsb, State Bank of India, Canara Bank, TMB Bank, New India Bank and Union Bank of India. Also it cover response from the citizen of Mumbai.

Review of Literature

Sudhalakshmi and Chinnadorai (2014) studied the status of Indian Banks and the “Go Green” mantra benefits the environment and society. Every footfall taken now will mean a better environment and better sustainable development in the coming days. They came to the conclusion that a policy measure to promote green banking is needed. The Indian banks are behind to adopt this technology. Hence, serious steps are to be taken in this regard.

Kanak. T, Singh. S, Kumar. R (2015) studied that banks would play an important role in working towards sustainability. This would help in emerging economies to utilize their resources without harming the environment and face the challenge of sustainability globally

Kapoor. N, Jaitly. M and Gupta. R (2016) highlighted the reality that society nowadays is more knowledgeable and very cautious about the environment. Hence it is very serious and necessary to increase plant life to the maximum possible. So, the banks play a vital role in the implementation of the Green banking System. V. Chitra (2020) studied the green policy which has been adopted by most businesses and companies in making the environment more eco-friendly. They also highlighted the reality that green banking is effortless to invest in clean energy and is marketable for

its existence in the consumer market. Green banks or eco-friendly banks would be beneficial to reduce the energy cost for ratepayers and to restore the private sector in order to reduce the carbon economy. Acquiring the new concept of banking would be beneficial not only to the environment but also benefit in efficiency, minimizing errors and frauds as well as reducing costs in banking activities. Prabhu. N (2021) highlighted Green banking means encouraging environmentally friendly practices. This happens in a comprehensive range like using online banking as a replacement for traditional banking to pay online bills instead of submitting them in banks. The study also focuses on the importance of SWOC Analysis.

Roy. S (2021) explored that a globalized economy does not exist in isolation. The empirical findings, based on panel estimation techniques, confirm that public and private sector banks that have adopted green banking initiatives have reduced costs and expenses. Continuing to follow this strategy will reduce the financial constraints of the banking structure in the near future. Sharma. M, Choubey. A (2022) studied ecological ways, sustainability, and the internal process. The discovery was done through a qualitative study in regard to the products, responsibility, and process. Their study has been a way for future research of green banking in the development of sustainability.

Gap Analysis

From Research papers, it has been reviewed that a considerable amount of research has been done in India with respect to customer awareness and perception towards green banking and green banking products. However, there's a scarce amount of studies have been done regarding this topic, particularly in Mumbai city. There are practices taken regarding the adoption of the green banking facility. But there will be gaps and we will be looking into some of them which would impact and highlight the importance of green banking facilities to the society in Mumbai. This research paper is an effort to bring awareness about green Banking for green development.

Research Methodology

Data for the present study was collected from primary as well as secondary sources. In primary source includes a survey with a group of structured questionnaires with multiple choice questions provided to the respondents for the aim of statistical Study. This survey was circulated randomly to the respondents. It was made to collect information about the demographic study like age and location, bank account holding and their preference, the knowledge, and awareness of green banking. The Secondary data included the information collected from various sources like published reports concerning the customer's awareness of Green Banking. Published sources were collected from research papers and other Internet sources. Search tools such as Google Scholar were used. Research papers from sites such as Research Gate, Academic Journals, Scribd, and SSRN were used.

Sampling technique

For selection of sample, I used a study which was conducted through Google Form by asking questions to the respondents. The respondents are from the city of Mumbai and sample Size being 41. Convenient sampling technique was used for data collection.

Data Analysis and Findings

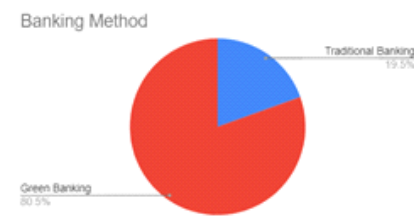
a. Preference of respondents

Table 1.1

Banking Method	Frequency	Percentage
Traditional Banking	8	19.5%
Green Banking	33	80.5%

Source: Compiled by Author

Figure 1.1



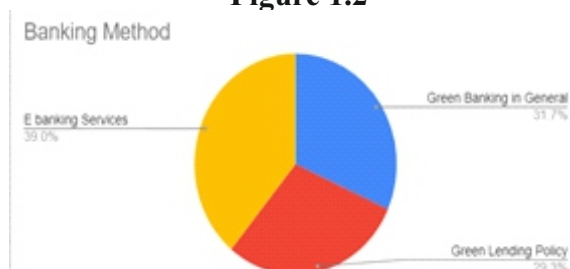
According to the above figure and table, the majority of the respondents would prefer Green banking rather than the traditional method of banking for a better environment for the future.

b. Knowledge Level

Table 1.2

Banking Method	Knowledge Level
Green Banking in General	31.71%
Green Lending Policy	29.27%
E banking Services	39.02%

Figure 1.2



Source: Compiled by Author

From the above data, we can say that most of the respondents are aware of E-banking services which are 39.02%. The respondents are less aware of the green lending policy. Green lending policy is also known as green financing which means to increase the level of financial flows (from banking, micro-credit, insurance, and investment) from the public, private, and not-for-profit sectors to sustainable development priorities. The major difference between e-banking/ online banking and mobile banking is the functionality, transaction facilities, access to online portals and mobile banking apps, etc.

c. Awareness Level

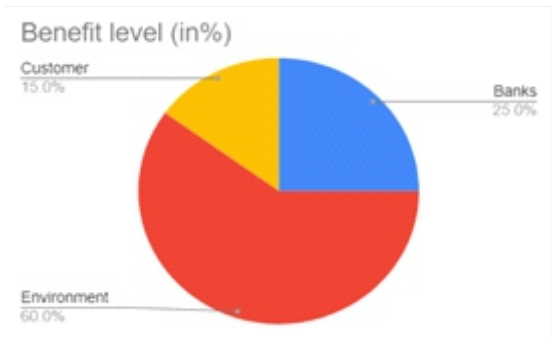
From the above data, 39.02% of respondents are aware of E-banking Services. Followed by Green banking in General at 31.71% and Green Lending Policy at 29.27%. Also, the highest number of the younger generation is aware of Mobile banking with 65%, followed by ATM and SMS banking. The respondents are least aware of E-billing and E-money.

d. Beneficial Level

Table 1.3

Benefit For	Benefit level (in %)
Banks	25%
Environment	60%
Customer	15%

Figure 1.3



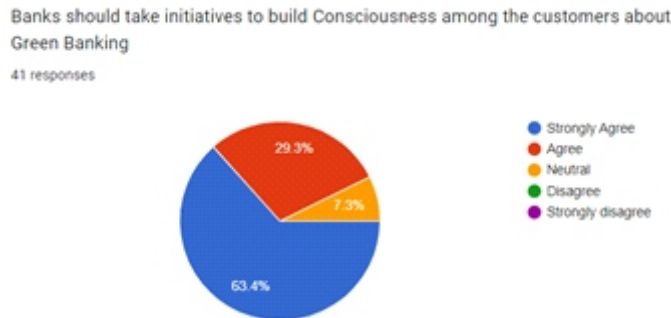
Source: Compiled by Author

From the table 1.3, we can strongly say that the respondents care for the environment. Hence, they agree that if the green banking system is followed then it is highly beneficial for the environment with 60%. Since it is helpful in reducing costs and it is environment friendly. The Respondents nowadays have started taking care to meet future needs. Hence, it helps in better sustainable development if we take care of our Environment.

e. Customer Perception.

When asked the respondents to give their opinions on, if the bank should take measures to build consciousness about Green Banking among the customers, the data is shown as follows.

Figure 1.4



Source: Compiled by Author

From this data presented in figure 1.4, we can say that respondents strongly agree that the banks should take initiatives to build consciousness and importance of green banking.

Therefore, it is concluded from the above data that 63.4% of respondents agree that banks should take initiatives to build consciousness among the customers about green banking.

Suggestions

Since, there are still 20% of the customers who are not aware of green banking, the initiative to make sure that the entire 100% of the respondents move towards green banking facility. The following suggestions are suggested.

1. Banks must take initiatives to create awareness about Green banking.
2. Banks should attempt to educate the customers and guide the citizens and encourage them to use Green banking Facility.
3. Banks must conduct awareness campaigns and talk about the benefits of Green Banking.
4. Banks must focus on reducing the carbon footprints.

SWOC Analysis/ Limitations:

Strength: Sustainable banking helps in saving time and energy. It helps to reduce paperwork and helps in the introduction of new and advanced technology by introducing Green Products.

Weakness: The adaptability of the green banking facility by the consumers and banks is very less. This can be the biggest weakness for the banking sector. This can lead to Global warming and affects sustainability Development. All banks are not capable of adopting this technology.

Opportunities: Launching of green bank loans with fuel-efficient vehicles, green projects, housing loans to set up solar energy systems, etc. allows banks to be more successful. It is understood that customers do not prefer green for beauty but also for the betterment of the Environment.

Challenges: Customers are not that educated and well-talented to adapt to the new technology. Hence it becomes difficult for the customers to adapt this technology. It requires a renewable and recycling process which is costly. And the new concepts are very difficult to use.

Limitations

1. The study is subject to constraints of time and resources.
2. The present study suffered a small sample size.
3. This study is subjected to Geographical barriers, as data is collected only from a particular city i.e. Mumbai.

Future Scope

- The researcher can conduct further research with more respondents.
- The data can be collected and analysed beyond the Mumbai region.
- The research can be conducted with respect to case studies of one or two specific banks.

Conclusion

Therefore, from this research paper it can be concluded that Customers these days are more knowledgeable and focused on protecting the environment for better sustainable development. And such a method of reducing global warming and protecting the environment for future generations. This can be done by adopting the Green Banking method as it helps to reduce carbon footprints and carbon emission. However, customers feel that the banks should take initiatives for building consciousness among the customers so that more and more people are aware of it and give their full support or contribute efficiently for creating a world free from Global Warming and enabling a better sustainable development. Therefore, it can be concluded that Green Banking is the best way to protect the environment from Global Warming and to protect the environment.

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Significance of Sex Education among Adolescents

Keegan Stephons Stalley D'Almeida and Samson Carvalho

Abstract

The phrase "sex," or, more specifically, "education of sex," is extremely important in our lives. Enough variables contribute to early sexual intercourse in teenagers aged fifteen to twenty. Sex education may not prevent kids from having sex, but it will educate them on safer and healthier sex options. For many years, the topic of sex education has been a gift, but it has frequently gone unheeded or stigmatized as a result of people viewing it as vulgar and contrary to their beliefs. The most powerful enemy of sex education is social norms, views, and beliefs. For many years, sex education has been misinterpreted and distorted. Teenagers are not encouraged to have sex, but sex education discourages it. Consent, catamenia, sexual health, statutory offences, sexuality, safe sex, and unexpected pregnancies are all themes covered in sex education. Sex education helps kids view themselves biologically and prepares them to confront the world, preventing them from becoming victims of sexual predators. It enables both men and women to speak out if their sexual boundaries are violated. Sex education has been demonstrated to be far more effective in avoiding STDs than education that focuses entirely on abstinence until the wedding. The poll garnered an associate in nursing total of 133 responses. A range of urban centers' universities and faculties provided responses. The school that administered the poll, St. Andrews School Urban Centre, received 57 of the 133 responses. According to the survey's findings, most of the respondents—between the seventieth and seventieth percentile—believe that spiritual standards and limits, peer pressure, and societal conventions influence sexual interactions. No one teaches students about Sex or provides Sexual Orientation because it is predicted that we tend to learn on our own through the net or through the expertise of others. Our aim is to point out that similar to psychologists and physicians' counselors United Nations agency specifically guides scholars regarding sexual well-being, hygiene, and sex, and protection measures ought to be accessed simply.

Keywords: *Sex Education, Adolescent, Youth, Gender Orientation*

Introduction

We feel that the twenty-first century will be a much more fashionable and developed world, particularly in a place like Asia, where we have revolutionized science, technology, medicine, art, the army, the air force, the navy, and education. Unfortunately, our educational system lacks the fundamental topic of "sex education." The phrase "sex" or, more specifically, "education of sex," plays an enormously important part in our lives, but is most clearly observed in the lives of teenagers. Enough variables contribute to early sexual intercourse in teenagers aged fifteen to twenty. This is covered in the final section of this analysis. What's

sex education? Sex education is quality teaching and learning a couple of broad forms of topics associated with sex and physiological property. It explores values and beliefs regarding those topics and helps people gain the talents that square measure required to navigate relationships with themselves, their partners, and therefore the community, additionally as they manage their own sexual health. We tend to all have detected the phrase, "All that glitters isn't gold." equally, as a result of the planet has modified drastically and we became a lot of advanced because of technology-based systems, the recent beliefs and values have either become concurrent or square measure fully of no use. An outsized variety of teen's square measure sexually active.

According to the Youth Risk behavioral police work Survey, in 2015, forty-first of high school students have had sex a minimum of once. Sex education may not prevent teenagers from having sex, but it will educate them about safer and healthier sex options, contraception, sexual orientation, and sexually transmitted illnesses. Sex education is the teaching of human physiological property issues, as well as emotional relationships and obligations, human sexual anatomy, sexual intercourse, amphibiousness, age of consent, generative health, generative rights, safe sex, contraception, and sexual abstinence. Comprehensive sex education is sex education that includes all of this. Colleges and universities are our second homes; thus, through this research, we hope to educate as many people as possible on the significance of sex education in our system.

Statement of Problem

Sex education is important, it's been tried time and time once more. Teenagers do not seem to be inspired to own sex; on the contrary, sex education discourages it. Almost like however science is tutored throughout a student's faculty career, sex education ought to be needed, thorough, and medically correct. It has been incontestable to learn students instead of hurting them. It is not simply a personality's right to own access to comprehensive and medically correct sex education; it's conjointly our elementary social responsibility to coach the long-run generation.

Because of incorrect or prevailing social assumptions, sex education has been misunderstood and artful for several years. Significantly in a very country like Bombay, India, wherever the bulk of individuals place larger stress on social and non-secular conventions and beliefs. Bombay is also one of the foremost developed cities in the Republic of India, nevertheless, sex education continues to be not given the resources or any priority here. The education system is oblivious to the difficulties which might be resolved with the facilitation of even basic sex education. Sex education covers crucial topics like consent, emission, sexual health, sex crime, sexuality, safe sex, and unwanted pregnancies.

Significance of the study

Sex education helps teenagers perceive themselves biologically and prepare to face the planet, so they are doing not fall victim to sexual predators. It empowers women and boys to talk up if their sexual boundaries area unit being profaned.

It has long been recognized that countries that have an additional open and positive angle towards physiological property have higher sexual health outcomes.

Physiological property education exposes young boys and women to material that not solely reduces their risk of unplanned physiological state and sickness, but conjointly enlightens and empowers them. Governments will enact laws that defend and advance the rights of women and girls, particularly the correct to comprehensive sexual education in colleges, to lower the high adolescent physiological state rates.

HIV bars should embrace comprehensive sex education. It's been shown to be additional triple-crown in preventing STDs than education that solely stresses teaching abstinence till the wedding. Sex education helps cut back adolescent's physiological state, which might hinder prospects for education and alternative aspects of life. Youth World Health Organization area unit sexually active will delay their 1st encounter and use birth control additional of times because of sex education initiatives.

Scope of the study

The one and only purpose of learning about Sex Education is to be aware, safe, and identify themselves at the right time. We believe this study could help the youth make the right choices. No one teaches students about Sex or provides Sexual Orientation as it is expected that we learn on our own through the Internet or by the experience of others. But we live in the 21st century and have failed to realize the complex minds of our youth and the easy influence due to peer pressure. Most of our teachings are conducted through movies with incomplete information. As responsible citizens, our prime goal should be to guide not only in careers but also in good relationships. Our aim is to show that just like psychologists and physician counsellors who specifically guide students about sexual well-being, hygiene, and safe sex, protection measures should be accessible easily.

Objectives

- To make individuals aware that sex education comprises more than just sexual intercourse.
- To make people aware of STDs and importance of sexual health
- To make it easier to comprehend how significant and important subjects like consent, sexuality, and menstruation are.
- To put an end to all societal norms and misconceptions about sex education

Review of Literature

Sharma (2020) stated that 31% of the population are adolescents and young adults. This age group is particularly prone to experimentation and risky behavior such as premarital sex and sexual abuse, which can expose them to STDs, unintended pregnancy/abortion, and psychological issues. More than 1/3 of the latest HIV positive cases is from the age group of (15-24). And only 21% and 32% of the cases were adult women and men. According to the research conducted 50% of the women had no knowledge about safe sex and prevention of STDs which led them to testing HIV positive. Furthermore, young adults and teenagers commonly receive inaccurate information from peers or the media when there are no reliable sources available. Consequently, sex education, also known as family life education (FLE), is essential to disseminate accurate information and to mould the proper attitudes, beliefs, and values.

Shahjahan (2015) explored that India has the largest adolescent population (243 million with more than 50% of the adolescent population living in urban areas). According to recent research, they are most prone to explore and partake in the risky behaviors that could have an impact on their health. Therefore, meeting the needs of such a vulnerable group and addressing current gaps in the provision of tailored primary preventative measures would significantly enhance future Indian adult populations' chances of survival, general health status, nutritional status, and sexual and reproductive health. This includes problems including early pregnancy, unsafe abortions, STIs like HIV, sexual assault, and violence against women.

Parihar and Tyagi (2020) mentioned about the state of the lack of sex education in urban slum areas. According to study the slum population is still vulnerable to numerous unhealthy sexual behaviors and continue to suffer from poor sexual health outcomes, including unintended pregnancies, unsafe abortions, and the widespread spread of STDs. The fact that slum dwellers' awareness of gender identity, physical changes, consent, awareness of sexual abuse, birth control methods, and prevention of AIDS and STDs is dangerously low in compared to non-slum dwellers' raises the necessity for providing sex education, particularly to slum residents. A study shows that around 53% of adolescents' boys unknowingly face sexual abuse and 49% of girls under the age of 17 suffer from child abuse.

Bhasin (1999) conducted cross sectional study to understand the attitude of teachers towards sex education. The majority of teachers at schools (73%) support teaching sex education to students. 90% of respondents believed that reproductive anatomy, physiology, including menstruation, and birth control methods like condoms and oral pills should be covered in sex education. However, the majority of school teachers opposed including important and crucial subjects like masturbation, premarital sex, and abortion in sex education. Which shows how important it is for the right and knowledge and unbiased teachers/educators to teach sex education

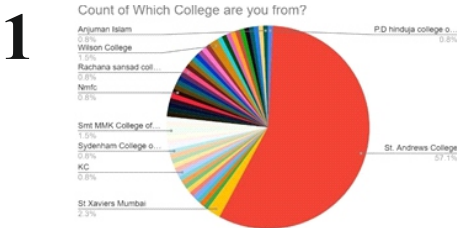
instead of ordinary educators who lacks knowledge themselves. 28.6% of school instructors believed that the optimal age for delivering sex education was fourteen.

School teachers and doctors were regarded by 69.4% and 63.6% of respondents as being the most qualified individuals to provide sex education.

Research Methodology

This research uses an exploratory qualitative as well as quantitative analysis for the topic significance of sex education. This research aims to understand the views of adolescents from different colleges in Mumbai about the different elements of sex education like Sexual Health, menstruation, sexuality, consent, safe sexual intercourse, LGBTQ community, religious teachings, Sex before marriage etc. We conducted a survey in various degree colleges of Mumbai for the students between fifteen to twenty-five. We set a target of two hundred students nevertheless achieved one hundred thirty students filled the survey regarding sex education. Majority off the students were between the age group of eighteen to twenty who filled the form. Most of the students lost their virginity at the age of seventeen and to conduct this survey we used several social media platforms like Instagram, Facebook, WhatsApp, and Twitter. Our research is based on real life experiences, Mishaps and guidance of various people including a few adults. It took fifteen to twenty days to prepare the entire presentation. Certain educational movies have helped to pick the right Sub-Topics like the movie “Sex Education” season 1, 2 and 3. Communication is the key to good research as well as listening.

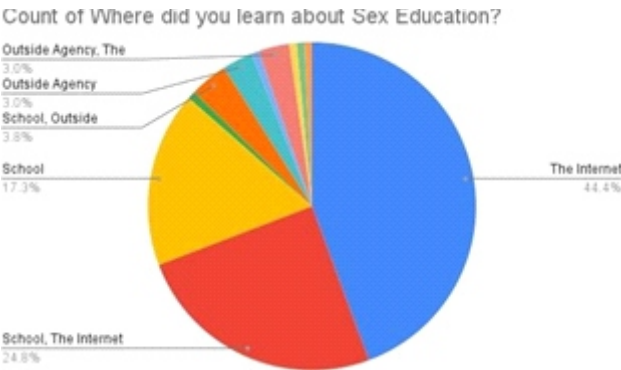
Results and Discussion



A result of 133 responses was attained from the survey conducted. Responses was collected from several colleges/universities in Mumbai. Out of the 133 responses 57% of the responses was received from the college conducting the survey St Andrews College Mumbai.

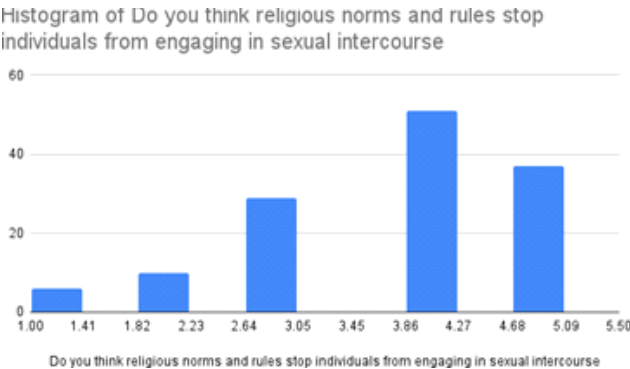


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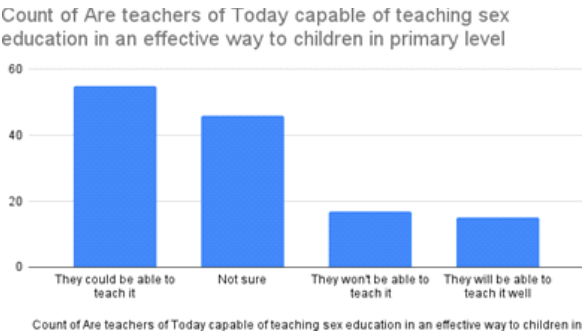
A study of where today's adolescents gain knowledge about sex education from 52.6% of female respondents, 46.6% of male respondents, and 0.8% of other respondents responded. Out of the responses collected, 57 men and 61 women self-identify as heterosexual or straight. There are approximately 7 female bisexuals, 4 male Bisexuals, 1 asexual female, 1 homosexual male, and 1 person who is still figuring it out.

4



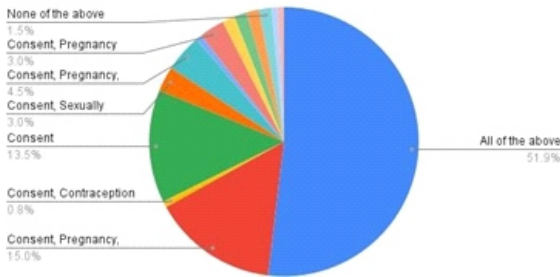
In the survey, a question was asked regarding whether religious norms and rules affect the engagement of sexual intercourse, and according to the results, a majority of around 70% to 75% of the respondents feel religious norms and rules affect the engagement of sexual intercourse. The following data collected represents the thoughts about whether teachers of today will be able to teach sex education

5



6

Count of What part of Sex Education should be taught from primary level (school)?

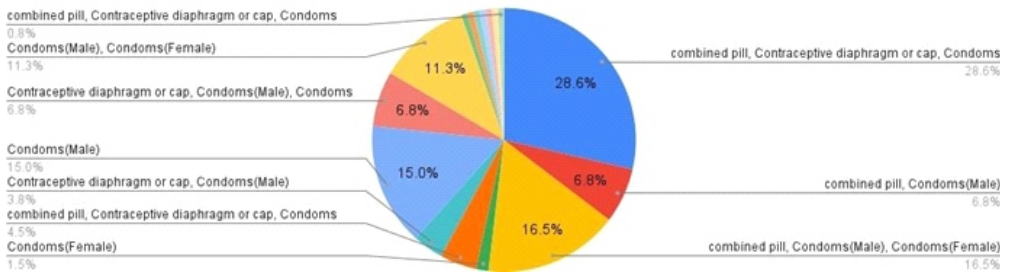


Most of this, in the respondents' opinion, should be included in sex education starting at the primary level (school) where majority of the responses felt that consent and pregnancies should be taught from that level.

According to the respondent's knowledge tested these are the contraceptives they are aware of

7

Count of Which contraceptives are you aware of?



Limitations

As we all know even a coin has two sides and so does the outcome of every situation. After careful research, we have found out following limitations of study.

- People's perspectives would be questioned.
- Wrong knowledge can be passed on if the educator is not knowledgeable.
- Questioning of character from society
- Even though sex education does not promote sex, misinterpretation and misunderstanding of the subject can lead to an increase in sexual activities especially among the youth.
- Ignorance of curiosity especially in young minds
- Mental trauma to the LGBTQ community

Recommendations

We truly recommend that institutions provide students with proper professionals who could guide the youth in making the right choices in life, changing people's

perspectives about sex, building confidence to open up publicly and to our elders, keeping an hour session per week, educating more about identifying themselves, Teaching the importance of consent whether its husband, friend or partner, Addressing the issue faced by our adolescents due to peer pressure, friends and classmates, teaching about safe sex, menstruation, protection measures, sexual orientation and learning more about the LGBTQ community.

Future Scope

The future scope of sex education entirely depends upon the mindset and encouraging environment to learn. If Teachers and universities understand the importance of the modern situation of every youth between the age group of fifteen to twenty-five then I believe that sex education has a bright scope in our country. If the right knowledge is provided with facts and visual learning with examples students can go ahead and choose a career as a “sex therapist” which is a highly emerging career in India. When we speak of the importance of consent before sex irrespective of the relationship or gender whether husband or wife, partner, lover or friend the word “NO” means no. Thus, when we teach the youth the importance of consent at a very young age it could reduce the rate of rape but not entirely eradicate rape.

Several news channels are providing the latest news of how several people have cheated on their partners after a few years of marriage due to late identification of sexual identity, hidden secrets due to family name and reputation, and performing transgender surgeries due to the fear of society. All these issues could have been avoided if the right education was provided at the right place and at the right time. Several broken marriages can be saved with early education. Several partners have gone through depression due to choosing the wrong partners due to a lack of sexual orientation before marriage.

Conclusion

Sex education plays an important role, as it has constantly been shown. Sexual activity is not encouraged among teenagers; on the contrary, sex education promotes abstinence. Sex education needs to be mandated, comprehensive, and medically correct, much like math education is imparted to students throughout their academic careers. This study will make people aware that sex education is more than just sexual intercourse and raise awareness about STDs and the importance of sexual health. It helps people understand how vital and crucial topics like consent, sexuality, and menstruation are. Societal norms and religious beliefs, and narrow- minded thinking have all contributed to its misrepresentation and it's being misunderstood. Various subjects like sexuality, consent, sexual health, and crucial topics like sexual abuse, safe sex, and unwanted pregnancies are all addressed in sex education. But we need the right and knowledgeable and unbiased educators/teachers or lecturers to educate the adolescents of today. Parents should also play a role in educating their kids about at least consent or sexual abuse, considering kids sometimes are not even aware they are being taken advantage of. Sexualities generally mean sexual preferences; people need to be

made aware that sexual preferences are not lifestyle choices like it's often addressed in public. Sexual Health is a vital subject, and knowledge about STDs must be conveyed to the public. Sex education is a vast beneficial topic, a future with sex education as part of their curriculum is expected and will affect the economy through immense growth and development. This study hopes to eliminate all cultural standards and myths regarding sex education.

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Why Indians Watch Regressive TV Shows Despite Being Aware of their State

Shruti Nangia and Samson Carvalho

Abstract

Television has always been a collective source of entertainment, education and knowledge for people of all generations. Television provides various choices, which in turn influence people. It can either enrich their lives or create healthy or unhealthy behaviors, stimulate imagination, and creativity, expand education & knowledge encourage inclusion and tolerance. The paper traverses the role of these TV Shows in defining cultural & psychological identity and ethos. The topic aims to describe the reasons why people across various age groups watch Indian TV Shows. The study involved interviewing people through a questionnaire by circulating a Google form to various age groups varying from 16 to 70-year-olds. The research concluded that the main reason why people watch regressive TV shows was to kill time and get entertained. This study helps us to understand the mindset of people and will help us suggest people to look for better options to spend time which will contribute towards the growth in their lives.

Keywords: TV show, Indian Television, TV Serials, Entertainment

Introduction

Television, as a medium, is widely recognized as the most trustworthy among the numerous tools employed by the market to ascertain the prevailing preferences and aversions of consumers. It is the medium that effectively captures and records the desires of consumers, thereby assisting producers in meeting their needs by presenting a diverse range of program options in a systematic manner.

Numerous extensive studies have been carried out on television content, encompassing various aspects such as television dramas, diverse channel offerings, and advertising time slots, meticulously dissected for research purposes. This is primarily due to the distinct nature of the television genre, where consumer choices are often guided by personal preferences and inclinations towards specific subjects, rather than rationality. Consequently, relying on a singular research study or using it as an exclusive reference point for future years becomes increasingly challenging, given the ever-changing preferences and choices of consumers, which are also influenced by socio-economic factors.

Hence, like numerous dedicated researchers who have invested their time in studying the psychology of consumers and society through television, I too have undertaken the task of exploring a question that arises in the minds of individuals when they switch to a daily soap channel on TV. To provide further clarification, allow me to shed more light on the subject using a formal approach. As you may be

aware, certain television channels exclusively provide entertainment content that is broadcasted solely on TV and not in movie theatres, known as daily soaps. These shows encompass various genres such as drama, reality, comedy, mythology, and more. While this is not a novel concept, the predicament lies in the ongoing storylines of these shows. If you are an Indian or reside in India, you would precisely understand the issue at hand. Recently, the current plotlines or even the entire premise of these shows revolve around elements that are entirely detached from the realities of today's youth. For example, storylines involving the protagonist transforming into a fly or a snake are completely divorced from reality and seem outdated and regressive in the present era.

While this phenomenon is not a recent occurrence, it is, in fact, a repetition of the same plotlines, slightly modified to appear distinct. However, the undeniable truth is that these shows share so many similarities that it becomes difficult to differentiate them. The problem we have discovered is the lack of evolution in the plots over the years since the inception of television shows in India. Producers, creators, and everyone involved in the production process prefer to rely on the tried and tested, foolproof formula rather than venturing into new territories. Additionally, if they do attempt something new, due to declining TRP ratings and frequent interference from channels, they ultimately revert to the familiar plotlines that never fail to capture the audience's attention.

Examples of some of the plot-lines that make no sense or are completely backward are,

- Saas-Bahu = Mortal Enemies
- Victimized Women's
- Protagonist dying 2-3 times, minimum
- Protagonist getting plastic surgery, cue the new actor's entry
- Protagonist in a life-threatening accident, somehow coming out alive
- Evil antagonist woman
- Protagonists marrying 2-3 times, minimum, both to each other and other people

Below you will find the list of some serials that started trying to experiment with something new, but resorted back to safe plotlines...

- Diya Aur Baati Hum
- Taarak Mehta ka oolta chashma
- Phir bhi na mane Badtameez Dil
- Dahleez
- Sanjeevani

Here is a list of extremely regressive and backward mentality TV shows,

- Naagin
- Yeh hai Mohabbatein
- Yeh Rishta Kya Kehlata hai
- Anupama
- Sasural Simar Ka
- Gulam
- Balika Vadhu
- Saath Nibhana Saathiya

The aforementioned examples merely scratch the surface of this issue. The sheer number of serials featuring outdated plotlines is vast, and it bewilders me that they continue to enjoy popularity. Thus, I undertook the initiative to investigate why Indians still choose to watch these antiquated TV shows instead of more contemporary offerings that reflect the times we live in.

Literature Review

Russell, Norman, Heckler (2003) studied how watching television affected American adolescents' perceptions about alcohol and how trait reactance acted as a moderator. In particular among teenagers low on trait reactance, the study demonstrated a relationship between cumulative television viewing and diminished perceptions about the harmful effects of alcohol and increased drinking intentions. 445 adolescents between the ages of 14 and 16 were polled as part of the research technique to determine their viewing patterns of TV, attitudes towards alcohol, and demographic data. Regression analysis was performed in the study to look at the connections between watching TV, personality traits, and alcohol-related beliefs. According to the study's findings, trait reactance moderates the cultivation effect of TV viewing on teenagers' ideas about alcohol, with low reactance adolescents being more vulnerable to the effects of TV messages.

Papacharissi Z and Mendelson AL's 2007 explored the appeal of reality television and the pleasures that viewers get from viewing such programmes. To learn more about the topic and acquire preliminary data, the researchers undertook an exploratory study. According to the survey, there are many different reasons people watch reality TV, such as for fun, relaxation, escapism, social comparison, and education. The research contends that reality television might give viewers a feeling of connection and belonging. The survey also discovered that viewers were more willing to watch reality TV for enjoyment and relaxation if they thought it was more realistic. Additionally, reality TV viewers were more inclined to watch the shows to satisfy their voyeuristic and companionship demands if they were externally controlled, had limited mobility, and engaged in little social interaction.

Surmi M AI (2012) studied the issue of authenticity in television shows is investigated from a multidimensional viewpoint in the 2012 work "Authenticity and TV Shows: a Multidimensional Analysis Perspective" by Surmi M AI. In addition to analyzing a selection of TV episodes to identify the many characteristics of authenticity that were present in these programmes, the researcher also performed a survey of viewers to learn about their opinions of authenticity in TV shows. The relationship between viewers' views of authenticity and their engagement and enjoyment with TV programmes was investigated by the researcher using statistical analysis. The study comes to the conclusion that authenticity is a complicated idea that can be seen from various angles and that it can enhance viewers' involvement and enjoyment of TV shows.

Portanova J, Irvine K, Yi JY, Enguidanos S (2015) examined how CPR (Cardiopulmonary Resuscitation) survival rates are portrayed in well-known TV programmes. The purpose of the study is to determine whether television depictions of CPR outcomes appropriately reflect actual survival rates. The research methodology employed in this study comprises comparing actual survival rates from medical literature and databases with episodes of well-known TV series that include CPR situations. The researchers examined a sample of episodes and gathered information on the CPR results that were represented in the shows. The study's findings demonstrate that TV shows frequently misrepresent CPR survival statistics and tend to exaggerate the effectiveness of resuscitation attempts. The results emphasize the need for more realistic and correct representations of medical operations on television in order to prevent misunderstandings and raise public awareness of CPR results.

Alismail A, Meyer NC, Almutairi W, Daher NS (2018) discussed a study that sought to determine how non-medical college students' perceptions and knowledge of cardiopulmonary resuscitation (CPR) and the use of automated external defibrillators (AEDs) were affected by medical TV programmes. Stepwise regression and chi-square analysis were employed in the study to identify significant predictors of students' perception and knowledge. It questioned 170 non-medical college students in the United States. According to the study, medical TV programmes had a favorable impact on students' perceptions and beliefs regarding the use of CPR and AEDs, but they also contributed to the misconception that a shock should be administered in the event of an a systole rhythm. The study suggests that medical TV programmes adhere to American Heart Association recommendations and use their platform to inform the public about the proper ways to save a patient experiencing an out-of-hospital cardiac arrest. The study's survey-distribution method involved non-medical college students, and it came to the conclusion that while medical TV programmes have a good impact on viewers, they also have the ability to propagate false information.

Akula R, Wieselthier Z, Martin L, Bay IG (2019) studied well-known sitcoms like *The Office*, *The Big Bang Theory*, *Arrested Development*, *Scrubs*, and *South Park* is included in the context. In order to comprehend the effects of various elements on the episode rating, the study makes use of descriptive statistics, visualizations, hypothesis testing, and predictive analytics. ANOVA, K Nearest Neighbors, and regression model evaluation are all included in the research process. The result implies that the episode rating is significantly influenced by elements like the writer, director, and character presence. Each sitcom's statistically relevant characters, writers, and directors are also identified by the study. The method that predicted future data the best was called K Nearest Neighbors.

Ma N, Zhao S, Sun Z, Wu X, Zhai Y (2019) discussed ridge regression technique to utilize to forecast TV ratings. The purpose of the study is to discuss the difficulties in effectively predicting TV ratings using regression analysis. This study's research technique entails gathering a dataset of TV programmes and the related ratings for each one. After that, the researchers suggest a more accurate ridge regression algorithm that integrates new characteristics and regularization methods. Using the gathered dataset, the algorithm is trained and evaluated, and its performance is contrasted with that of conventional regression techniques. The study's findings show that the enhanced ridge regression algorithm performs better than conventional techniques in forecasting TV ratings, proving its usefulness in this situation. The results imply that the suggested algorithm can be useful for the television industry in terms of forecasting audience viewership and making wise programming decisions.

Šerić L, Miletić D, Ivanda A, Braović M (2022) surveyed forecasting TV viewing. The study's objective was to create models that could precisely predict TV viewing based on a number of variables. The researchers gathered information on elements like programme genre, airtime, spending on advertising, and audience demographics. The analysis of the data and forecasting of viewership levels were done using multiple regression models. The study discovered that TV viewing was highly influenced by programme genre, time slot, and advertising spending. The generated regression models showed strong predictive ability, enabling accurate TV viewership estimation. Regression models may be useful tools for media managers and broadcasters in predicting TV viewing figures, according to the research.

Tsai HYS, Lin HF (2022) investigated the relationship between Facebook engagement and TV performance of *The Voice* (USA). In order to determine the correlation between Facebook involvement and the TV performance of "The Voice" in the USA, authors carried out a quantitative analysis. The researchers gathered information on TV performance measures, such as ratings and viewing data, as well as Facebook engagement metrics, such as the quantity of likes,

comments, and shares. A dataset of over 10,000 Facebook posts was examined for the study, and correlations were made between them and the relevant TV performance data. To find trends and connections between Facebook engagement and TV performance, statistical methods including regression analysis and correlation analysis were used. The results showed a strong positive relationship between increased Facebook involvement, with an average increase of 25% in likes, comments, and shares, and better TV results for "The Voice." These findings emphasize the value of utilizing social media channels to raise viewer engagement and increase television viewing.

Jang M, Kim D, Baek H (2023) focused particularly on Netflix data. The goal of the study was to comprehend the mechanisms and aspects that influence the global audiences for TV series on the well-known streaming service. The study used a mixed-methods approach, integrating qualitative examination of audience views and behaviors with quantitative analysis of viewing statistics. While the qualitative investigation comprised speaking with and surveying Netflix users, the quantitative analysis involved looking at viewing trends across various demographics and nations. The study discovered that important influences on worldwide audiences included things like content diversity, marketing tactics, word-of-mouth recommendations, and cultural resonance. Additionally, it demonstrated that audience tastes vary across geographic boundaries, emphasizing the need of regionalized content and customized advertising. The results indicate that streaming services like Netflix have a significant impact on the internationalization of TV series, and that content producers and distributors must understand audience characteristics in order to successfully reach and engage audiences around the world.

Methodology

The research aimed to uncover the underlying reasons why Indians continue to watch these regressive and outdated TV shows, despite being aware of their regressive nature. The investigation employed a combination of qualitative and quantitative research techniques. Primary data was collected through the use of questionnaires and interviews. The collected data was subsequently analyzed using a descriptive method. Questionnaires were employed as a means to gather data from respondents on the specific topic under examination. This method is favored for its relatively low cost, efficiency, and ability to collect a substantial amount of data from a large sample. The Likert scale was utilized within the questionnaire, whereby respondents were asked to rate items based on frequency levels. This scale allowed for a structured assessment of respondents' perspectives.

Utilizing the "Likert scale" facilitates the analysis process by allowing for separate examination of each respondent's responses, yielding more specific outcomes. As part of this research, interviews were conducted with respondents whose answers

deviated from those of other participants. Given the objective of the project, which is to explore the reasons behind the persistent viewership of highly regressive and repetitive Indian television shows, a set of questionnaires was distributed to facilitate the analysis. To accomplish this, a Google Form was prepared specifically for individuals who watch Indian TV shows, encompassing a diverse age range from 16 to 72 years old. The participants freely expressed their viewpoints on the subject matter. After the research was conducted, the analysis of the same was done in a manner where questions were divided into 3 sects – relatable, impact and negative. The responses were then analyzed and put into the respective groups, the table of which is shared below.

Results

Male	Did Not Relate	Relatable	Impact
16-21	3.67	2.47	2.34
22-30	3.14	3.58	3.29
30+	3.03	2.33	1.97
Female			
16-21	3.74	2.72	2.71
22-30	3.02	3.57	3.25
30+	2.57	2.91	2.73
Inclusive of Both Gender			
16-21	3.71	2.63	2.58
22-30	3.07	3.57	3.27
30+	2.75	2.69	2.44

Surprisingly, the research results revealed that the age group of 22-30 is not only unaffected but also engaged with the content being broadcasted on television. The respondents in this age range indicated viewership of two mythology-based serials such as Mahabharata, two comedy shows like Tarak Mehta Ka Oolta Chashma, two crime-related programs like Crime Patrol, and twelve drama serials including Anupama, Ishqbaaz, and Beyhadh, among others.

All the while the age group of 16-21 was the highest in not at all relating to the content. Simultaneously the age group of 30+ remains the lowest in all 3 sectors.

Discussion

Based on the conducted research, an interesting observation emerges. Despite a significant portion of the youth finding Indian TV serials un-relatable and lacking impact, which obtained a substantial rating of 3.71, we cannot overlook the fact that the age group of 22-30, which represents the leading force shaping the nation's future, exhibits the highest level of relatability with a remarkable rating of 3.57 and is also significantly impacted with a rating of 3.27.

It is both surprising and perplexing that the youth population demonstrates greater engagement with TV shows compared to the 30+ age group. Furthermore, it is noteworthy that the 30+ age group consistently exhibits the lowest ratings across all three aspects, with the highest impact observed among the 22-30 age group, averaging 3.27.

Limitations

- While a lot many people do watch Indian TV Shows they were reluctant to fill the survey forms.
- Those who filled in the survey forms were not happy with their choice of viewing being termed as “Regressive”
- Many of the respondents incorrectly answered some of the primary questions rendering their data moot.

Conclusion

Many Indian TV shows are created on a low budget and the mindset is quantity over quality in order to generate more revenue hence the lack of diversity for the audiences. That is why the Research on Indian TV shows was conducted in order to check our hypothesis of regressive tv shows. The unexpected research findings shed light on the viewing habits of younger age groups in our country, who actively seek engagement and are significantly impacted by TV shows. Although the results are unpredictable we can see that the age group of 16-21 isn't interested in this type of content. The age group of 22-30 years is highly interested and also impacted by it. In contrast, the 30+ age group, comprising more mature audiences, primarily watches TV shows for entertainment purposes, drawing a clear distinction between fiction and reality. Consequently, their level of impact from the content of various TV shows remains minimal due to their life experiences.

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Understanding contrast in perception of Queer gender, labels, and sexuality through Queer and Non-queer lenses

Chouhan, Sakshi and Warriar, Shruti

Abstract

The paper aims to examine the disparities in the perception of Queer identities amongst Non-Queer individuals and relate them to the actual understanding of these identities through Queer lenses. It develops an understanding of the factors that determine identity, such as sexual orientation and gender, as well as the manner in which these factors are expressed, such as through labels and gender expression. The study uses a qualitative interview method, employing interpretative phenomenological analysis. It elaborates an understanding of the concepts such as 'Heteronormativity', 'Compulsory Heterosexuality', 'Emergence of Queer as a deviance' and 'Gender as a performance' mentioned in past literature. The research findings suggest that identities are complex and dynamic, and that responses to these identities are likewise subjective, whether it is resistance or adherence by queer participants or inclusion by non-queer participants, one cannot gain understanding about the contrasting opinions by alienating aspects from queer identities, but rather by understanding each aspect in a cause-effect relation and that there exist a difference in perception of Queer identity on factors such as, fluidity as a term, stances for adherence and resistance for labels, understanding non-traditional labels, and understanding sense of self through identity expression.

Key words: Queer, Labels, Gender, Sexuality, Unlabeled, Heteronormativity, Compulsory heterosexuality, Deviance, Gender performance, Non-queer.

Introduction

A person's identity is a complex and nuanced part of their overall self-concept. For years, gender identity and sexual orientation have been perceived as black and white ideas, establishing boundaries for people. People who do not conform to these boundaries are considered to be deviants and are subject to a range of consequences from which many are negative. Hence, to understand the experiences of such individuals, this study focuses on two groups: Queer and Non-queer. It examines the disparities in the perception of the Queer community amongst Non-Queer community participants and relates them to actual understanding of these identities through Queer lenses.

Gender and sexuality are intricately intertwined. Individuals often assess one's sexuality based on the form of gender expressions and performances. SOGI (sexual orientation and gender identity) (Porta CM et al.) are denoted through labels which are either traditional such as gay, lesbian, bisexual, homosexual,

straight/heterosexual, transmen, transwomen or non-traditional labels such as pansexual, gender fluid and non-binary etc. The paper documents the adoption of labels associated with the queer community, the boundaries that each of these hold, and the differences in perception of queer identities.

Wagaman (2016) and Savin-Williams (2006) stated that some young people resist labeling altogether (Porta et al.). It should be noted that a considerable portion of the queer the community rejects labels as a means of expressing their SOGI. Labels, especially in the Queer community, are viewed as a way to affirm one's identity and provide opportunities for alignment and inclusion in the mainstream. According to Lucal (1999) we apply gender labels for a variety of reasons; for example, an individual's gender cues our interactions with her or him.

Therefore, rejection of this further widens the divide between how such queer identities are perceived by the non-queer world. It is also seen that the notion of remaining 'unlabeled' in the community creates a sense of challenge of perception for other individuals, especially Non-queer. This research thus explores the conventional society's perception of such individuals and brings forth the perspective of Queer individuals, analyzing the difference between the two.

Research Methodology

In-depth interviews were conducted with 10 participants. The participants were selected based on their identities. For the proposed research, 5 of the 10 participants belonged to the Queer community and 5 to the Non-queer community.

Two primary sets of questions were designed, and a semi-structured interview guide was used. The queer community-specific questions were intended to elicit information about their self-identifying aspects and lived experiences. The second set was in relation to the perception of the non-queer community about queer identities and to seek a look at their expectations derived from these perceptions. The said interviews were conducted in an online setting, recorded and then transcribed. All the interviews were conducted by the same researcher. This research uses qualitative method, employing Interpretative phenomenological analysis.

Qualitative method emphasizes on collecting, exploring, and providing deeper insight into different issues through data obtained via open-ended and conversational communication. Interpretative phenomenological analysis is participant-oriented, highly subjective, and focuses on providing an examination of lived experiences and perceptions. As the researcher aimed to highlight the subjectivity of different identities and perceptions, qualitative research served the best to the intent.

Literature Review

Heteronormativity, Compulsory Heterosexuality, and Otherness/Deviance

According to Kitzinger (2005) Heteronormativity refers to the social, legal, cultural, institutional, and interpersonal practices and beliefs that are produced by

and reproduce a set of presumptions about what is acceptable in regards to sex and gender. Kitzinger proceeds to elaborate on how these presumptions cater to validate the understanding of gender as a binary phenomenon (only two sexes); that an intimate relationship is considered normal or natural only if it is between the two binary genders, resulting in the celebration of these relationships through social institutions such as marriage. These presumptions view same-sex relationships as "otherness" to those of heterosexual relationships. Similar to this is the concept of "compulsory heterosexuality," coined by Adrienne Rich in her essay "Compulsory heterosexuality and lesbian existence." (n.p.) She refers to compulsory heterosexuality as a powerful institution that removes the capacity for choice and Self-expression. It is a societal assumption of heterosexuality as universal, unless specified otherwise. In her essay, Rich sees heterosexuality as a compulsion on female sexuality. She emphasizes that women's sexuality is seen in relation to fulfilling male desires rather than their own, and thus anything that acts in opposition to that (lesbianism) is seen as unnatural, which is why lesbian denial in literature was based on reasons such as "acting out of bitterness towards men" (Rich 632). Even though Rich's understanding primarily focuses on women placed in subordination to men, it also comprehends the nature of compulsion; hence, the latter part can be extended to other sexualities too.

We must ask the question of what separates heteronormativity and compulsory heterosexuality. Accordingly, compulsory heterosexuality, even in Rich's essay, has a factor of adoption or heterosexuality as an enforced category. The codes of compulsory heterosexuality are not just external but internal as well; for eg, internalized homophobia. To elaborate on this, compulsory heterosexuality creates a 'denial of self-determination' because alternative to heterosexuality is never presented as a positive phenomenon hence exploration is feared and limited.

According to Rich (1980) Women have married because it was necessary, in order to survive economically, in order to have children who would not suffer economic deprivation or social ostracism, in order to remain respectable, in order to do what was expected of women because coming out of "abnormal" childhoods they wanted to feel "normal," and because heterosexual romance has been represented as the great female adventure, duty, and fulfillment.

Another view of the emergence of the queer as a deviance is suggested in the essay "The lesbian standpoint" from the book *the phobic and the erotic* which states that the hegemony of the heterosexual order functions through a securing of its boundaries. And to do so it has to create an 'other' (Biswas 274). To elaborate the understanding of this is to state that heterosexual societies find it difficult to grasp two realities co-existing; hence in order to narrate themselves as "normal" they have to recognize the ones not conforming to the codes of society as a 'deviant' or 'other'.

According to Butler in her book *Gender Trouble*, gender is seen as performance, and this performativity is presented through reiterative stylization of the body. Butler (2002) states that gender is the repeated stylization of the body, a set of repeated acts within a highly rigid regulatory frame that congeal over time to produce the appearance of substance, of a natural sort of being. For Butler, therein lies a distinction between the biological and cultural constructions of gender. According to her, the binary gender paradigm assumes a mimetic link between sex and gender. She looks at masculinity and femininity as independent variables and hence states that man and masculine might just as easily signify a female body as a male one, and woman and feminine a male body as easily as a female one (Butler 10).

Research Findings

The paper presents an understanding of queer identities and experiences along with potential disparities existing regarding perception of these identities by cisgender heterosexual community participants in comparison to queer community participants. As stated earlier, labels act as a way to affirm one's identity and provide opportunities for alignment and inclusion in the mainstream especially for the queer community. When the non-queer participants were asked to discuss how they perceived SOGI of queer individuals, and if they believed therein lies a distinction between their perception and that of a queer individual, their responses involved the following:

Interviewer

Do you think that the way you define gender identity and sexual orientation is different from the way queer people define it?

Non-queer participants

Participant 1

Yes, yes. Different definitely. (I view them) like people only but only that they are more fluid I think like, they are not limited to a specific gender, specific group like, I feel attraction towards males, but I think they feel attraction towards both of them and yeah, other communities. Like when I walk into a room I have my focus might be only on the males but when it comes to LGBT community, I think they take everyone in.

Participant 2

No, because I feel that the definition of what the community has is better because it is comfortable and it is something which is like just trying to make your life easier, instead of you know, making it so complicated and rigid with having just one you know, simple definition. So I think the community's definition is better, which makes life simpler for everyone

The responses focused more on viewing queer community as inclusive, free from

limitations or rigidity. When similar question was asked to the queer participants they viewed their identities as rather fluid,

Interviewer

Do you feel that other members of the community also feel the same about the labels and the sexual orientation like you do? Or the definition changes for everyone?

Queer participants Participant 1

I feel like with sexuality, there's no black and white. I feel like there's a huge grey area as well. Where there are people who, who basically take gender identity and make it their own. Everybody has a different definition for it. There's no set of rules, you know, at least for themselves

Participant 2

I think that sexuality is very dynamic in the sense that, you know, if it changes over time, it can, you know, expand over time, its place on the spectrum can shift from here to there.

It is important to note the difference in perception of the term fluidity, for the queer participants fluidity involves changing nature however for non-queer participants fluidity seem to be seen as diversity. Since labels are the primary source via which SOGI are categorized the extension of this understanding is seen when discussing them too. Interviewing queer people, two stances regarding the subject seem to have emerged- resistance and adherence.

Interviewer

Do you feel that there is an absolute need for these labels or do you feel that just a person knowing that they are a part of the community is enough?

Queer participants

Participant 1

I feel like on one side, having labels is very important for some people, because it gives them a sense of identity. For a lot of people, it's difficult to really accept themselves when they can't, when they don't even have a name for what their gender identity or sexual identity is. So it's very important for them to have a label. And it just gives them a sense of belonging, basically. Whereas for other people, and I would like to add myself in this category. I feel like for those people, it's more of its Well, I would just say that I, to me, it is-it is defined as fluid. I don't feel like there's any box that I really fit into sexuality or gender wise. Specifically sexuality. For me, I feel like there's no box, I just love who I love. And I know that does sound like bisexuality, pan sexuality. But I just feel like its very fluid.

And I feel like— it— I don't need to label myself because it really doesn't define who

I am as a person.

Participant 2

I think it differs from person to person. There are some people that I know that are very comfortable into labels. And they don't have any problems and they think that that accurately encapsulates their whole identity. I think that, you know, mandating the use of labels as non-binary or gender fluid within the community defeats the very purpose of those labels, because they're specifically meant to argue that you're much more ambiguous, right? In terms of your identity, there is no particular label that fits you.

Interviewer

How do you define your gender identity? Do you use labels to define your gender identity or discard the label?

Participant 3

I would say that I'm unlabeled, because I think that this might just might just be in my case, but I think that sexuality is very dynamic in the sense that, you know, if it changes over time, it can, you know, expand over time, its place on the spectrum can shift from here to there.

And to put a rigid label on that would be to sort of set myself up for confusion and frustration in the future. So I, you know, just prevent myself from labelling myself at any point.

Participant 4

So I personally prefer using the label non binary, because I don't think I like to associate myself with a particular gender. Like, I didn't think I feel like a man or woman or I just feel like oh, no gender. Like, I don't think I fit in anywhere. So I feel best label for me is non binary. And, and I do like using that label. So because I think for me, personally, I think it makes things a little bit clearer and easier.

The following response from participants clearly document the distinction between resistance and adherence. Resistance to labels seems to be emerging from limitations they hold to accumulate a perfect understanding of an individual's identity. However adherence to it, accordingly, is viewed as a need for the sense of belongingness. This sense of belongingness just does not cater to understanding one's own identity in a rigid pattern but also seeks understanding from mainstream society.

Queer participants

Participant 1

I mean, I think for me, it kind of makes it easier. I would—Sometimes I don't like prefer labelling it, but I just like to use the general gay term. I don't know. I don't

know. Because, I mean, I just feel it's easier to describe it to people, then, you know, saying, Oh, I'm not labelled at all.

Interviewer

Do you think that a large part of the queer community try their best or focus more on letting themselves be understood by the non-queer community? And that is why they also focus more on using labels?

Participant 2

Oh, yeah, absolutely. I think that, you know, at the end of the day, I think us as queer people, us as human beings, right, we want to fit in, we want to be part of the society, we want to, you know, be a part of the community, right. But that becomes really difficult when you are not someone who can be sorted easily, when you disrupt the idea of a community, we are often society, it is very hard to fit in. So when you label yourself when you name your identity, it is easy to, put yourself or make yourself fit in, it is easier to find a place to assimilate among the cisgender heteronormative society.

The aim of the community to a certain point is also to gain acceptance in the very rigid society. Labels help them achieve and explain things. It is not to imply that queer people who label themselves always do that so as to gain acceptance but rather that sometimes queer people have to alter their identities and put themselves in neat boxes so they can explain themselves to others.

Queer participant

I think that for most people, it is easier for them to understand sexuality as something that is innate and rigid and set in stone, because then they can explain it better to the cisgender people around them, right, to the heteronormative society, it is easier to gain acceptance and advocate for yourself when you have a clear set in stone definition to give for your sexuality. For example, like I was saying that sexuality is dynamic. If I were to give that explanation to a cisgender person, they would have a very difficult time comprehending that, and they would not be able to understand that and that would lead to ignorance that would lead to ostracization for us, you know, people would see us as freaks, and, you know, weird psychopaths or whatever that people assume that we are. So I think it is easier for us to give this explanation to cisgender people that hey, yeah, sexuality is innate, that it is set in stone, this act is only like, you know, that's how it's easier.

Non-queer participant 1

If a person who has labelled themselves, they are certain about who they are. So there must be some differences in the process in behavior and the perception from the other heterosexual person.

Non-queer participant 2

When people label themselves I know how to, you know, like, identify them first and then you know, talk to them about stuff, but people who do not label themselves I do not know where to start.

There lies a distinction about perception of resisting labels; while queer individuals resist

Labels as they do not accumulate a perfect understanding of their identities, Non-queer participants were asked if they viewed such queer participants who resisted labels in a 'questioning phase', to which they confirmed.

Interviewer

People who do not label themselves, they just say that they are part of the community. Do you think that they might appear to you as questioning or that they might appear to you as someone who's just trying to figure out if they are a part of the community?

Non-queer participant 1

Oh, yeah, definitely. I will definitely be curious and inquisitive about them. Because I think they are in that phase where they can't decide who they are or what they want to be.

Non-queer participant 2

Yeah, I do feel that this might be true to some extent, because the other person might think that they are still exploring themselves, so they aren't, they are not sure where they fit in? Or there is even a place that they fit in, in this society. So they are still confused.

It was also noticed that confusion about labels within the non-queer community members

Seem to be emerging from non-traditional labels. Non-traditional labels can be categorized as newly generated identities that bridge the gaps left by traditional labels. Non-traditional labels serve to fill gaps for queer individuals, but they can also make understanding identities difficult for non-queer people. For instance,

Interviewer

Do you think that since there are a lot of labels in the community, you have found yourself confused between some of these labels?

Non-queer participant

So, I know that non-binary means neither a man neither a woman. But it is confusing that there are some people who like identify as non - binary but also use for the pronouns like he or she. So I'm confused about that.

Experiences and identifying with labels

For a lot of queer people, identifying with existing labels at the start was a way to come to terms with themselves, to perceive and be perceived. When discussing labels, it's essential to recognize that this understanding cannot be attained by alienating labels from queer people's lived experiences. The current stances of labels are influenced by these lived experiences. In the interviews, it was more often observed that those who rejected labels initially firmly identified with them but, for arbitrary reasons, came to reject them in later stages of their life.

Interviewer

How do you define your sexuality? Do you use labels to define it? Or do you feel like labels are not important for yourself?

Queer participants

Participant 1

So I think I started my journey with my sexuality with having a very definite label, which would be being bisexual. And I think, for the long, I think, for the longest time, I was very sure. But now that I've grown, and it's been like, almost nine years now. I wouldn't say I grew out of the label, but I just feel like I feel more fluid with my sexuality. And I'm not sure if I do conform to being bisexual anymore. So as of now, I just don't label myself

Participant 2

Talking about labels has always been challenging for someone like me, because I've been introduced to these things when I was comparatively young to my friends who are going through the same struggles. I just thought I'm just another bisexual person. And like, when, at the time when I looked at people's pronouns, like when seeing people putting the pronouns in their bios, I was really lost. I was like, what is she/her? What is they/them? I thought it was some kind of a trend. And I really didn't take it up, and neither did I ask anyone about it, and later, I found out there are so many more labels when it comes to sexualities and identities. And I. Yes. Yeah. I just thought, like, you know, what, "no, I really don't want to mess with the labels and everything". I feel sometimes fem. And sometimes I feel like a tomboy, but I think that's a part of being a femme person. But I still do struggle with just labelling it as a single thing when it comes to my gender identity. So I'm not really sure. Still, if I'm non binary, or gender fluid, or like completely a trans- man

Sense of self and expression

One's identity is often reflected through their self - expression. Self-expression is frequently a way for people to express themselves, including identity. In terms of how queer individuals are perceived, gender expression is quite important. It is also essential to mention that gender expression is merely a preferred method for

expressing one's identity and is not obligatory. There are several social barriers to the same; for instance, a closeted person may not always have the ability to express themselves or be overtly queer. These expressive codes are certainly quite stereotypical and might be seen as another method of categorizing queer identities. Therein lies a contrast in perception based on these stereotypical codes amongst the queer and the non-queer community participants. Questions about gender as a performance and laid expectations on the queer people to uphold certain codes for their identity expression were asked,

Interviewer

Do you think that gender is a performance?

Queer participants Participant 1

I think that idea of gender will always be changing. But as of now, I do think that for the larger part, gender is a performance because, you know, to say that it stems from rigid biological stasis will be just an ignorant thing to say, because that's not a fact. Well, as we can see all around us, gender is 100% in my idea is a performance. It is a construct that we have to sort of put on.

Because even when you're transitioning, like for me when I transition, I will have to go through certain procedures to feel feminine. But then I have to ask myself the question, feminine by whose standard? Right? Societal standards. Because I can't just grow my hair out, get my face feminized and my body feminized and say, this is a woman right, because the idea of what a woman is differs from person to person. So, at the end of the day, it is a performance and I think that it is performed in a more elaborate way by trans - people just to fit in and just to gain acceptance.

To get a better understanding, the same participant was asked the question if they have ever encountered certain notions of gender expression being expected from them,

Interviewer

Coming back to gender expression, for trans people, especially, often visible notions when you are from a marginalized community, for example, transmen should be presenting masculine only and transwomen should be presenting feminine only, have you encountered such experiences where such expectations were laid upon you?

not as of now, but I know that in the future, I will have to perform a very, preset standard for femininity, like trans men will have to perform according to the society, they will have to perform certain preset standard of masculinity in order to survive, because when you don't perform it, you become a target, right? You become visibly trans. And people can pick you out as oh, this person is transgender, and then that makes you a target. I'm not saying that you have to perform it. I'm saying that people are obliged by society to perform it, or face

violence or face ostracization.

Same question was asked to another

Queer participant,

Participant 2

Yes. Yeah. That is absolutely true. I, I have had such experiences, I think that transfemmes are actually expected to uphold the patriarchal notions of what femininity must be like, for the ideal woman must be like to be truly perceived as feminine. Yes. And if you are not abiding by that patriarchal notion and are a transfemme, then you're obviously going to face a lot, lot more difficulties. So, yeah, and people do expect the, like, the, the first reaction is probably, you know, stereotyping your interests or as such, which is a very reductive thing to do.

The same participant was asked to list some of the codes expected from trans women which they have encountered or witnessed second hand,

One is obviously, that transfemmes must exaggerate their interests regarding academics, they must have some feminine interest as in like, you can't be a transfemme and be interested in stuff like physical activities or stuff like that. But we view up through, you know, marginalization of trans people in sports, right. And they don't think that you can be a transfemme and be an active person, you must abide by that notion of that dainty feminine girl, you must try to be that dainty girl who doesn't do anything with like, sensitive, and such stuff. But that's not necessarily true. And that really puts you under a lot of threat too because you are much more vulnerable to stuff like banishing or hate crime, even stuff like that.

To gain an understanding of whether these stereotypes are the primary source through which non-queer participants recognize queer individuals, non-queer participants were asked to list some stereotypical codes that they associate/associated with the queer community and if they have ever made assumptions about an individual's SOGI based on their external expression.

Interviewer

Do you think that you've caught yourself engaging in thoughts where you might try to assume a person's gender and sexuality based on the way that they appear or present themselves or express themselves? Can you state some instances?

Non-queer participants Participant 1

So it was more like because of, you know, the friend circle and everything. People would be like, "Oh, see how that guy is walking? He might be gay" And see, he dances so gracefully. Mostly, he's gay because only gays dance so gracefully. So I was a bit influenced by that. And I was like, oh, maybe

Participant 2

One of the main things driving it would be clothing, per se, the way they, I used to judge a lot of people based on their clothing, and how they move around, you know, generally and how they interact with people. The way they— the way they talk and stuff.

Participant 3

Oh, I think style of walking, especially when it comes to men and clothing, definitely. Because I feel like the LGBTQ community especially I feel like gays are like, more expressive when it comes to their clothing. Not necessarily most of the time, but yeah, I've observed that mostly they are more expressive when it comes to their clothing

Participant 4

I have seen people associate the stereotypes like if a man is being too feminine, emotional then, for a woman- a tomboy, you know, like, it has been ingrained in us from childhood. Yes, I have seen these associations. As for me, I think I've stopped associating nowadays, yeah, not to justify anything I have just stopped associating now.


Conclusion

The research findings suggest that identities are complex and dynamic, and that responses to these identities are likewise subjective, whether its resistance or adherence by queer participants or inclusion by non-queer participants. One cannot gain understanding about the contrasting opinions by alienating aspects from queer identities, but rather by understanding each aspect in a cause-effect relation and that there exist a difference in perception of Queer identity on factors such as, fluidity as a term, stances for adherence and resistance for labels, understanding non-traditional labels, and understanding sense of self through identity expression. The research also documents how the way queer identities are seen with changing generations, both by those who identify as queer and by mainstream society participants and its changing nature.

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