

1. Record Nr.	UNINA9910219865203321
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Titolo	Social media in South India [[electronic resource] /] / Shriram Venkatraman
Pubbl/distr/stampa	London, England : , : UCL Press, , 2007
Descrizione fisica	1 online resource (xi, 244 pages) : illustrations, maps; digital, PDF file (s)
Collana	Why We Post
Disciplina	302.2310954
Soggetti	Social media - India - Tamil Nadu Online social networks - India - Tamil Nadu Internet - Social aspects - India - Tamil Nadu Tamil Nadu (India) Social life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Published under a CC BY-NC-ND 4.0 licence.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	List of figures --List of tables --1. Panchagrami and its complexities --2. The social media landscape: people, their perception and presence on social media --3. Visual posting: continuing visual spaces --4. Relationships: kinship on social media --5. Bringing home to work: the role of social media in blurring work-non-work boundaries --6. The wider world: social media and education in a knowledge economy --7. Conclusion: social media and its continuing complexities --Notes --References --Index.
Sommario/riassunto	One of the first ethnographic studies to explore use of social media in the everyday lives of people in Tamil Nadu, Social Media in South India provides an understanding of this subject in a region experiencing rapid transformation. The influx of IT companies over the past decade into what was once a space dominated by agriculture has resulted in a complex juxtaposition between an evolving knowledge economy and the traditions of rural life. While certain class tensions have emerged in response to this juxtaposition, a study of social media in the region suggests that similarities have also transpired, observed most clearly in the blurring of boundaries between work and life for both the old residents and the new.

