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An In-Depth Study on Subliminal Perceptions used in Advertisements with respect to the students of MCU

Ms. Sakshi Kichlu

Introduction

Subliminal Perception, many of you would be wondering what does this word mean or what kind of a perception is it. Is it a perception without awareness? Or is it a perception that diminishes with time. Well to clear your doubts Subliminal Perception occurs when a stimulus is too weak to be perceived yet a person is influenced by it. Many a times we tend to see objects or visuals which are exposed to us only for a fraction of seconds yet we tend to remember them. It is believed that those visuals or objects create a space in our sub-conscious mind and hence when we are exposed to them even for a fraction of seconds we tend to recall it because of the impact or influence that it has on us. This usually happens in advertising or we can also say that it's a marketing gimmick that most of the advertisers play to ensure their brands recall value in their customers mind. The History of Subliminal Perception dates back to 1957 when a market researcher named James Vicary inserted the words "Eat Popcorn" and "Drink Coca-Cola" into a movie. The words although appeared for a single frame, but long enough for the subconscious to pick it up, but too short for the viewer to be aware of it. These ads supposedly created an 18.1% increase in Coke sales and a 57.8% increase in popcorn sales. Vicary's results turned out to be a hoax.

As per an article published in Business Insider by Dylan Love, he says that, William Peter Blatty, author of The Exorcist, prominently spoke out against subliminals when the movie adaptation of his book came under attack for including allegedly subliminal messaging. He said, "There are no subliminal images. If you can see it, it's not subliminal". Nicky LaMarco in his article 'What is Subliminal Perception in Advertising' which was published in Chron, a small business e-magazine says that "Subliminal perceptions, also referred to as subliminal messages, are messages, either visual or auditory, that are presented just beyond the edge of human perception. A subliminal perception might not be audible enough that the conscious mind might register it but be audible enough for the subconscious. The same applies to a subliminal image"

To support the findings of Subliminal Perception Signal Detection Theory was also applied in this research. The stimuli or the response which we get from our audiences after we expose them to the images that contain messages which have subliminal perception shall be recorded with the help of Signal Detection theory. Signal detection theory (SDT) is employed when psychologists want to live the way we make decisions under conditions of uncertainty, like how

we might perceive distances in foggy conditions or during eyewitness identification. SDT assumes that the choice maker isn't a passive receiver of data, but a lively decision-maker who makes difficult perceptual judgments under conditions of uncertainty. In foggy circumstances, we are forced to make a decision how distant from us an object is, based solely upon visual stimulus which is impaired by the fog. Since the brightness of the thing, like a traffic signal, is employed by the brain to discriminate the space of an object, and therefore the fog reduces the brightness of objects, we perceive the thing to be much farther away than it actually is. According to SDT, during eyewitness identifications, witnesses base their decision on whether a suspect is that the culprit or not supported their perceived level of familiarity with the suspect. Peter R. Killeen from Arizona State University states that Signal Detection theory is a special case. He also explains how it is different from Detection Theory. Killeen mentions that in Detection Theory is normative in nature: it tells us what to do whereas Signal Detection Theory is Descriptive in nature: it attempts to interpret behavior in terms of knowledge (Signal Strength) and values (bias) that most likely motivates the decision making process.

Review of Literature

Charles Trappey, in his paper "A Meta-Analysis of Consumer Choice and Subliminal Advertisement" states that Subliminal Advertising is a technique of exposing consumers to product pictures, brand names, or other marketing stimuli without the consumer having conscious awareness. He further says that once the consumer is exposed to subliminal stimuli he is expected to decode the information and act upon it. The Hypothesis that was to be tested in his research was that whether the subliminal marketing stimuli has an effect on consumer behavior choice or not. The methodology to prove this hypothesis was developed after the Systematic approach which was developed by Cooper in 1984 and utilizes an integrative research framework to conduct a meta-analysis of the effectiveness of subliminal advertising. As per the findings in this research paper it was noticed that the article provides objective evidence that the effect of subliminal marketing stimuli on influencing consumers choice is negligible. The Hypothesis was weakly supported as per the data that was evaluated. (Trappey, A meta-analysis of consumer choice and subliminal advertising 1996 Psychology & Marketing, August 1996)

Gerry Brierly in his paper “Subconscious Marketing Communication techniques and legal implications” talks about the controversy that surrounds the subliminal perception where some say it is misjudged or groundless. The paper has adopted snowball sampling wherein various people were selected from the advertising fraternity and were asked to comment on a particular data that was shared with them. The paper found that some respondents considered subconscious or subliminal marketing methods as “science-fiction”, whereas psychology and neuroscience experts have confirmed various forms of susceptibility of certain people to sensory messages. Gerry Brierley, Wilson Ozuem & Geoff Lancaster (2020): “Subconscious marketing communication techniques and legal implications”, Journal of Decision Systems.

This paper examines how subliminal advertising works when it takes the form of product placements within a popular movie. A questionnaire was designed to research product and brand awareness, consumer attitude toward the script, actor, product placement and lifestyle depicted within the movie, ET, Extra Terrestrial. Multivariate analysis was used to test each of the main hypothesis. The study was conducted on 94 consumers or moviegoers who had just seen the movie in a public movie-house. The main conclusion from the analysis of their responses were that: Higher brand awareness results in a greater recall rate, more positive attitudes and a stronger intention of shopping for the advertised product, when brand awareness is high, a positive attitude towards the movie script does not influence intention of buying, when a brand attains a certain level of awareness, the more positive the attitude toward product placement, the stronger its effect on recall rate, attitude and intention of buying regardless of whether brand awareness is high or low, audience attitude toward the actor does influence the effect of advertising effect of the product placed in the movie and finally individuals with different lifestyles have different attitudes towards product placement. Eagle, Lynne & Dahl, Stephan. (2018). Product Placement in Old and New Media: Examining the Evidence for Concern. Journal of Business Ethics. 147. 10.1007/s10551-015-2955-z.

Research Methodology

Experimental Research Design has been borrowed from Psycho-Physics. The Signal Detection Theory has been its base. Accordingly the Research Design is as follows:

Table 1.1 Explaining the Research Design

Presentation of Stimulus		Response (Signal Detection)	
Logo Brand	Of	Logo Identification	Significance of Logo
		Write Brand Name	Write hidden message conveyed through subliminal Perception
Time given		5 seconds	15 seconds
Rest Time		30 seconds (Next slide flashed/shown)	

The above table explains the design used to conduct the experiment with the sample students.

Population

Sample

N=50

25 Undergraduate and 25 Post Graduate students of Makhnallal Chaturvedi University of Journalism and Communication, Bhopal were chosen.

Age: 18-23 years

Procedure

According to the objectives of the study complete Experimental setup was established in M.phil Classroom. Projector was installed along with white screen. In the Second phase, University students who were selected after randomization were invited to the classroom. A good rapport was established with the participants of the study. Finally they were given a demonstration of the processing of the experiment. Also doubts were clarified, if any. Finally, each respondent was called for experimentation and response sheet was distributed. In all there were 10 slides exhibiting logos of various brands and product type (FMCG, Automobiles etc.). Each brand logo was flashed for 5 seconds followed by the entering of brand name and

hidden message behind the logo by the respondents. On an average each respondent had taken 30 seconds to elicit the responses. All the respondents were treated equally. In the end all the response sheets were collected and scoring was conducted.

Precautions and Control of Variables











1. Age Group and Qualifications of Sample was matched.
2. Proper Ventilation was provided.
3. Proper Illumination was there.
4. Control of Extraneous variables like noise and other disturbances.

Variables of Study

Independent Variable: Logo

Dependent Variable: Responses of Respondents as signal detection in form of identification of brand and their hidden message (Subliminal Perception).

Table 1.2 Response Table

S. No.	Logo Flash	Image	What Does it Signify
1.	Baskin Robins		Signifies the 31 flavors of ice creams that the brand has.
2.	LG		The L&G combined together makes a winking smiley
3.	Amazon		The arrow between the alphabets A-Z shows that the website has all sorts of products
4.	Vaio		V and A form depict the analog and digital signal and I and 0 are in the form of 0 and 1.
5.	Toblerone		The logo has hidden bears nestled within the mountain design.
6.	Unilever		They have summed up some of the core values and products and reflected this in a number of different icons that make up a U.
7.	Addidas		The configuration shows three stripes at an angle which together form a triangle. This symbolizes a mountain, which in turn represents the challenges which all athletes have to overcome.
8.	Hyundai		It represents two people shaking hands. One is the company representative and other is the customer. Shaking hands depict the satisfaction between the company and the customer.
9.	NBC		Each of the Peacocks feathers represent a branch of the NBC Network.
10.	Nokia		The logo perfectly represents its tagline Connecting people where two hands are shown holding and connecting with each other.

All the above mentioned logos were partially displayed to the sample for 5 seconds and time was given accordingly to comprehend the message as per their perceptions.

Data Analysis

In a classroom, an experiment was set up using the flashcard method. The respondents were exposed to the logo for about 5 seconds and then each of the respondents were given 30 seconds to comprehend the meaning that they understood from the logo. Based on their responses the Data was inferred.

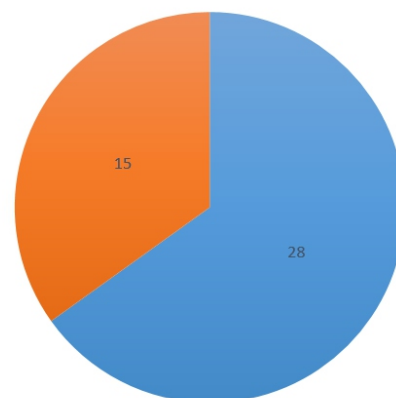
Data Analysis for Logo Detection:

1. Baskin Robins Logo

Total Number of Respondents were 50

	Frequency	Percentage
Logo Detection	28	56%
Signal Detection	15	30%

Table 1.4. Results for Baskin Robins



Data Interpretation: Out of 50 Respondents 28 of them were able to identify the logo but only 15 of them were able to interpret its meaning.

2. Data Analysis for LG

	Frequency	Percentage
Logo Detection	32	64%
Signal Detection	12	6%

Medical Tourism in India

Introduction

Medical Tourism is the new travel trend which is growing at a rapid rate worldwide. Every Year millions of patients are traveling globally in search of better and more affordable medicinal services and investing billions of dollars per year on healthcare. The term medical tourism can be defined as the process of travelling from one destination to another, across the international borders, to obtain some form of medical care in an environment outside their own. Medical tourism, broadly defined, is a term used to describe the process whereby patients travel to countries other than their own to obtain medical, dental and /or surgical treatments at a far cheaper price, typically combining their trip with a vacation in the country of visit. India is rapidly becoming one of the most preferred destinations among the foreign tourists. Every year many foreign tourists are travelling to India not only to explore the eternal beauty of the country but also for obtaining healthcare and medical treatments. The Indian medical sector has changed drastically in the last few years. Huge advancements have been made in technology, infrastructure, and manpower in the Indian healthcare sector. The progress made in the last 10 years has made the country rank among the list of best medical tourism destinations across the globe. The Indian hospitals comprises of latest integrated medical services following quality standards. It utilizes modern as well as traditional technologies and interventions in order to offer best healthcare services and facilities to its beneficiaries across the globe. Almost two hundred thousand patients travel to India each year to seek medical care. Total hip arthroscopy, knee replacement, heart bypass, coronary artery bypass grafting (CAB G) and liver, kidney, and heart transplant are some of the popular and life-saving procedures for which medical tourists visit India. **Currently, India has over 38 JCI-accredited (Joint Commission International) and 563 NABH-accredited (National Accreditation Board for Hospitals and Healthcare) hospitals across the country.**

Factors for growing medical tourism in India

The key factors that have made India one of the preferred medical destinations among the foreigners are:

i. Cost-effective treatment

The cost of medical treatments in India is cost effective as compare to any other destination. This is one of the key factors that attract tourists from all around the world. The tourist patient can save 65% to 90% of money compared to the cost of similar service in the developed countries like United States.

As per a cost comparison study by the American Medical Association, a knee replacement surgery would cost \$40,000 in

Procedures	Treatment Cost Comparison						
	US (\$)	Costa Rica (\$)	India (\$)	Korea (\$)	Mexico (\$)	Thailand (\$)	Malaysia (\$)
Heart Bypass	\$144,000	\$25,000	\$5,200	\$28,900	\$27,000	\$15,121	\$11,430
Angioplasty	\$57,000	\$13,000	\$3,300	\$15,200	\$12,500	\$3,788	\$5,430
Heart Valve Replacement	\$170,000	\$30,000	\$5,500	\$43,500	\$18,000	\$21,212	\$10,580
Hip Replacement	\$50,000	\$12,500	\$7,000	\$14,120	\$13,000	\$7,879	\$7,500
Hip Resurfacing	\$50,000	\$12,500	\$7,000	\$15,600	\$15,000	\$15,152	\$12,350
Knee Replacement	\$50,000	\$11,500	\$6,200	\$19,800	\$12,000	\$12,297	\$7,000
Spinal Fusion	\$100,000	\$11,500	\$6,500	\$15,400	\$12,000	\$9,091	\$6,000
Dental Implant	\$2,800	\$900	\$1,000	\$4,200	\$1,800	\$3,636	\$345
Lap Band	\$30,000	\$8,500	\$3,000	N/A	\$6,500	\$11,515	N/A
Breast Implants	\$10,000	\$3,800	\$3,500	\$12,500	\$3,500	\$2,727	N/A
Rhinoplasty	\$8,000	\$4,500	\$4,000	\$5,000	\$3,500	\$3,901	\$1,293
Face Lift	\$15,000	\$6,000	\$4,000	\$15,300	\$4,900	\$3,697	\$3,440
Hysterectomy	\$15,000	\$5,700	\$2,500	\$11,000	\$5,800	\$2,727	\$5,250
Gastric Sleeve	\$28,700	\$10,500	\$5,000	N/A	\$9,995	\$13,636	N/A
Gastric Bypass	\$32,972	\$12,500	\$5,000	N/A	\$10,950	\$16,667	\$9,450
Liposuction	\$9,000	\$3,900	\$2,800	N/A	\$2,800	\$2,303	\$2,299
Tummy Tuck	\$9,750	\$5,300	\$3,000	N/A	\$4,025	\$5,000	N/A
Lasik (both eyes)	\$4,400	\$1,800	\$500	\$6,000	\$1,995	\$1,818	\$477
Cornea (both eyes)	N/A	\$4,200	N/A	\$7,000	N/A	\$1,800	N/A
Retina	N/A	\$4,500	\$850	\$10,200	\$3,500	\$4,242	\$3,000
IVF Treatment	N/A	\$2,800	\$3,250	\$2,180	\$3,950	\$9,091	\$3,819

US, \$10,000 in Thailand and \$13,000 in Singapore, while the same surgery would cost the person \$8500 in India. That gives India a certain edge when it comes to reasonable medical treatments. A heart valve replacement surgery would cost the patients \$200,000 in the US and \$90,000 in Britain while it would cost \$12,500 in Singapore and \$10,000 in Thailand. The same procedure in India would cost only \$8,000. While a bone marrow transplant would cost \$30,000 in India, in US it would cost anywhere between \$250,000-\$400,000 while in UK the cost would be of the order of \$150,000. Doctors in Thailand would charge \$3,500 for cosmetic surgery while those in US and UK would charge \$20,000 and \$10,000, respectively. But in India, it costs only \$2000. No matter what procedure you undergo, you are sure to save 70% to 90% of healthcare costs.

ii. World-class services and care

Even though India is a developing country, it provides world-class and standardized medical services and care. Indian doctors are recognised as among the best at the international level. Medical technology, equipments, facilities and infrastructure in India are at par with international standards. India has around 38 JCI (Joint Commission International)-accredited and 400 NABH-accredited hospitals, at present.

iii. Skilled and experienced medical professionals

India has not only hospitals with world-class facilities but skilled world-class doctors and medical personnel too. The country has the largest pool of doctors and paramedics in South Asia (1.2 million Allopathic doctors, 0.17 million dental surgeons, 2 million nurses). Many of them have established their credentials as leaders around the world..

This paper examines how subliminal advertising works when it takes the form of product placements within a popular movie. A questionnaire was designed to

iv. Less or no waiting list

Access to immediate service is what attracts the foreign medical tourists. The waiting time for medical treatment and surgery in India is less compared to Western countries, where patients have to wait for weeks or even months for getting their surgeries or treatment done.

v. No linguistic barrier

The absence of linguistic barrier is also one of the driver which makes easy for the visitors as English is widely spoken and understood in India whereas countries like Thailand, China etc are lacking this quality.

vi. Introduction of e-medical visa

E-Medical Visa and e-Medical Attendant Visa for tourists has been a game changer for India. Medical travellers from 166 countries can arrive in India through 26 designated airports and five designated seaports with e-Medical Visa.

vii. Availability of Alternative treatments like Ayurveda, Naturopathy and Yoga

India is considered as a hub of medical services and treatments. The country has a history of traditional healthcare methods such as Ayurveda, yoga, Unani, Siddha, homoeopathy (AYUSH) are one of the factors for the growing popularity of medical tourism in India and are now widely accepted as alternative treatment procedures in the entire world.

viii. Incredible India

India, with its ancient and modern heritage, diversities of culture and exotic destinations is always an attraction to international travellers. Medical travel offers a mix of pleasure, luxury and quality healthcare to medical tourists which are coming to India.

Top Medical Tourism spots in India

The leading destinations of medical tourism in India are Andhra Pradesh, Karnataka, New Delhi, Kerala, Tamil Nadu, and Maharashtra. The hospitals in India have a good ambience and infrastructure with spacious, luxury rooms and excellent facilities, same as that of a five star hotel for visitor.

Chennai

Chennai (also known as health capital of India), is the most popular destination for medical treatment in India. **Nearly, 40% of the country's medical tourists arrives in Chennai for medical treatment, a study conducted by Confederation of Indian Industries (CII).** According to the latest reports Chennai receives up to 200 foreign patients daily due to high quality medical treatment, low cost and best experience. Apollo Hospital is the most popular private hospital in the city.

Mumbai

Mumbai is fastest growing medical hub at International level. Mumbai has several super specialty hospitals, Research and Diagnostic center for orthopedic, and weight loss surgeries. Mumbai is famous for its cosmetic surgery and Ayurveda treatments. Top notch treatment facilities and several private hospitals have made Mumbai the fastest growing destination for medical treatments. There are so many popular private hospitals are located in the city. For example, Kokilaben Hospital, Hinduja Hospital, Lilavati Hospital, Saifee Hospital, Breach Candy Hospital and so on..

New Delhi

Delhi is one of the most popular destinations for medical treatment in India. The national capital is home to several fantastic private hospitals that offer special facilities to foreign patients. In Delhi, the top hospitals for medical tourism are AIIMS (All India Institute of Medical Sciences, New Delhi), Fortis Escorts Heart Institute, Okhla Road, Fortis Hospital, Shalimar Bagh, Indraprastha Apollo Hospital, Max Super Specialty Hospital, Moolchand Medcity, Artemis Hospital, BLK Super Specialty Hospital, Primus Super Speciality Hospital, Medanta – The Medicity. Global recognition and advanced facilities to treating multi-disciplinary ailments is a forte for AIIMS, New Delhi. The hospital ranks high amongst choice for international patients. The Institute has trained surgeons and physicians, who are not just popular across India, but also across the world. AIIMS is known globally for low cost for treating patients

without comprising quality, standardized wards for treating multi-disciplinary ailment. The hospital offer facilities on par with international standards. *In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute' (FMRI), was ranked No.2, by 'topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.*

Bangalore

Bangalore is known for its industrial commercial growth. Some of the best hospitals in Bangalore boast of ultra-modern medical equipment, which is on par with the best available in the world. Famous for stomach related surgery. With the best doctors performing complex surgery are made less risky.

Initiatives of Ministry of Tourism, Government of India

Ministry of Tourism has taken various steps to boost medical tourism in India. Government of India launched e-Tourist Visa in September, 2014 for easing of the visa regime has been expanded to include medical visits as well. Medical and Medical Attendant Visa have been introduced to ease the travel process of medical tourists. Launch of campaigns in the international markets including for medical tourism under the Incredible India brand-line; conducting Road Shows, Know India Seminars etc. Ministry produces brochures, CDs, films and other publicity materials for promotion of Medical & Health Tourism. Medical tourism is being promoted on social media across various platforms. Department of Commerce and Services Export Promotion Council have launched a Healthcare Portal www.indiahealthcaretourism.com, as a single source platform providing comprehensive information of medical travelers on the top healthcare institutions in the country in various languages.

Concept of Blogging

Laxmi

Writing down ideas or wisdom has always been an art that has cherished human minds. From epic Ramayana to many Sanskrit Granthas, from bible to beautiful novels...we humans have always been reading and are inspired through such amazing form of art, which is writing. And off course since we are evolving with the emerging trends and technology on our planet, we have modified our reading habits also. Remember, the last time when you were eager to learn something or find any information, the first thing you did was Google it... Right?

All the information is just now a click away. Internet is blooming all over the globe and this is the technology that made blogging a new term in our dictionary. "A website containing a writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other websites" is what exactly defined by Google itself. Creating and Sharing content are what basic fundamentals of blogging. A blog could be of any topic- be it news/factual information or the new cooking recipe you are thinking to try. Blogging is a wide world created by the bloggers to serve the information or opinions through their piece of writing.

Evolution of Blogging

Justin Hall was the first person to be a blogger. Initially bloggers used to record their thoughts and interests online and when various platforms entered into the market the whole scenario of blogging changed. From a hobby to write and share, blogging evolved into professional career and soon became a source of income for many bloggers. It eventually opened up a new way for creative minds to express and share. Blogging became the solution for many lives. The concept of "Mom Blogger" also became worldwide famous as there were moms who were unable to balance between their personal and professional life and found this profession very helpful for themselves.

Various platforms like Blogger, Word Press etc., provided the base to all the bloggers to take up their passion into successful career. However, the concept of blogging came to India a little late and was very experimental and risky for Indian Bloggers to begin serving content to Indian audience. The challenge was to introduce the blogging concept first and then serve the content. Also the Indian bloggers did it as a hobby and not as profession for quite a long time until the concept of blogging is analyzed and developed in the market completely.

Blogging as Career Today

The time never stops and so does the civilization, with again

emerging trends we have modified blogging. This doesn't mean blogging has been eradicated completely as a profession. No! In fact, Blogging as a profession has been very successful in maintaining itself as a profession in these fast paced changing trends. It has its own loyal audience that chooses reading as their foremost option. But just like the civilization which is fast paced, human mind has also evolved itself and is attracted more towards the platform that gives them information fast. And for the solution of this human mind trait, bloggers have made their way to other social media platforms as "micro-blogging". You often have encountered on different social media platforms for instance- Instagram where some people have taken the tag of "Blogger" in their bio. This is what micro blogging concept is, bloggers are now heading towards various social media platforms like- Instagram, Twitter, Pinterest etc.. to showcase their content. Very few are now interested in reading a whole article to receive information and hence they prefer social media platforms for this. However, micro blogging is not fully evolved as social media still lacks in reliable and trustworthy content. And due to this reason the blog sites still considered a great option and are going to run a long race ahead. Unlike past times blogging now is not limited to any particular niche, every profession is getting in this world of blogging to create a passive income and genuine audience. Doctors have their blogging site to educate, journalists are trying this new way to reach out to the masses and even many companies are creating their blog besides websites to create an impact on its consumers.

Future Aspects of Blogging

The future is uncertain and can only be predicted, and various predictions are there regarding the future of blogging and here I will mention my own prediction about it. If we analyze human mind then it is obvious that it is inclined towards visual form more, that writing and pictures gives. But we already have one form that gives visual + audio in just one go and that is "videos".

Human race is now focusing on creating a way we can experience videos in more real form. Though the audience who likes to read might never end but the number of audience who likes to read will surely decrease. And this is when the demand for fast paced information (that can be obtained from videos) will change the entire definition of blogging. The focus then will not anymore about what content you are presenting but on how you are presenting it. Presenting all your content in less time will be a challenge in future.

How to start Blogging

Nowadays blogging is not just writing it includes presentation and sharing to reach out more masses. Writing is not alone skill you need to get started with this profession. Graphic designing, research, photography, web designing and marketing are few basic skills you need to make your blog stand out in this competitive web crowd. Either you build a team of members for this or you alone learn all the skills.

The stages to get started with blogging will be:

1. Decide your niche/category of content first
2. Research about your content
3. Decide which platform to take your blogging ahead
4. Pre- plan your first 50 content
5. Buy domain name and web hosting if you selected professional blogging sites
6. Make a strategy for your other social media platforms
7. Design your site with logo, banner, description etc....
8. Start publishing and keep on analyzing

Well these steps are just to start but the real action starts later on, when you realize the changing trends in your content. So one must keep on analyzing their own niche to keep up with the trends.

Also blogging will not make you successful overnight or in 1 week maybe not in 1 month. You need to be very consistent as this will be going to take long time to reach at a certain point. And that is why bloggers start it as a hobby first and later develop it into a profession. So always make a backup plan to be financially stable till then. As once you will reach that stage then there will be no looking back.

Major challenge in blogging world right now

Creating content and sharing it is what basic fundamentals of blogging, but this is what social media platforms doing too in form of videos, story, posts etc.. And because of this a new competitive term has evolved which is content creator. Content creator can create content anywhere specifically social media platforms whereas bloggers are creating content over their own blogging platforms. And as I have mentioned the concept of micro blogging, a content creator and blogger can become to cope up with the competition. The more different platforms a blogger publishes or presents its content the more will be the chances to survive for a long race ahead. Another challenge ahead of bloggers would be the number of audience shifting towards other platforms

for video content. This challenge is very serious as it could make blogging a less chosen profession in upcoming times.

WHY BLOGGING?

Since marketing have taken a drastic change in our society. Nobody prefers to go door to door to explain their services. Digitally we are expanding ourselves into more options to market ourselves. And one such platform is blog site. Now just answer yourself why would be consumers take interest in your product or service until or unless you are not going to add value in those consumers life. This is what various companies and entrepreneur doing to build their name and to be recognized among consumers by adding value in their life. One such example of this could be the website of “sofy” that has a separate option named as blog that has all the content related to womenHealth, through this they are definitely adding value in their target audience lives and as a result they will be inclined towards their product. Moreover blogging is a great source for freelancers. As I already mentioned skills required to start a blog, it is not necessary that one person will have all those skills. This is why they hire freelancers for web designing, graphic designing, marketing, PR etc. Also I read this fact somewhere that the profession that employees other profession will never fade away in future. So I will conclude that blogging is a great profession to start with and should be balanced with social media altogether.

The issue of Data Privacy in the current scenario?

Personal Data is the information that identifies with a recognizable living individual and incorporates names, email IDs, ID card numbers, physical and IP addresses.

Data is the large collection of information that is stored in a computer or on a network. Data is collected and handled by entities called data fiduciaries.

The handling of this information has become a significant wellspring of benefits for huge enterprises.

Organizations, governments, and ideological groups think that it is significant in light of the fact that they can utilize it to track down the most convincing approaches to publicize on the web.

Data localisation arguments are premised on the idea that data flows determine who has access to the data, who profits off it, who taxes and who “owns” it.

The Decision to defer the update of its privacy policy by Whatsapp, following a reaction from its client's, is an understood affirmation of the expanding role of perceptions regarding privacy in the continued well being of a popular service.

Issues for the Facebook-owned application began recently when it reported an update to its terms of service and privacy policy, as per which clients would at this point don't have the option to quit imparting information to Facebook.

February 8 was kept as the deadline for the new terms to be accepted. This triggered a mass exodus from WhatsApp, the likes of which it has never encountered, not even in the aftermath of the Cambridge Analytica scandal, which did bring a lot of bad press to its parent, or when the messaging app's co-founders called it quits a few years ago.

The WhatsApp policy update has obviously scared numerous clients, who, worried about their privacy getting bargained, have shifted to alternative platforms such as Signal and Telegram.

What information or data does WhatsApp collect?

It contains your account information such as Phone number, the name connected to the account, the profile picture you currently have for WhatsApp, the gadget you are using, the time when you have been online, all your contacts, all group names of which you are a part of, the gadget type, the IP address, device build number, device manufacturer, subtleties of the web/desktop version and the platform which is used for WhatsApp Web, your Status.

It likewise has precisely when you set the current profile photograph and the current status message.

The rundown incorporates all contacts with whom you would have talked on WhatsApp, and just the cell phone numbers are mentioned.

It additionally has your settings for the app, including the privacy settings for Last Seen, Profile Photo, About Privacy and Status Privacy.

It additionally incorporates a rundown of the all numbers you have blocked and whether you have Read Receipts turned on.

What is the E.U. law on data protection?

The European Union General Data Protection Regulation (GDPR) is, seemingly, the most striking change in the data protection regime over the last two decades.

For, Europe's stringent General Data Protection Regulation, more popularly called GDPR, prevents such sharing between apps.

Users there are in much more control of their data than anywhere else in the world. A legislation like this will be beneficial to India. The sum total of what it has is a draft form of a law, and it has been so for a couple of years at this point.

Protection of a billion residents is too significant a thing to be left to the acts of a business undertaking. It will be reassuring if it is guaranteed by a strong law.

The law, which becomes effective, has been intended to protect the personal data of E.U. residents.

The GDPR reflects a paradigm shift in the understanding of the relationship individuals have with their personal data, granting the citizens considerable rights in his/her interaction with data controllers (those who determine why and how data is collected such as a government or private news website), and data processors (those who process the data on behalf of controllers, for example an Indian IT firm to which an E.U. firm has outsourced its data analytics).

Under the GDPR, a data controller will have to provide consent terms that are clearly discernable, i.e., consent cannot be buried in the fine print that is unfathomable to the layman.

Why is GDPR essential for India?

The GDPR is being implemented at a time where the Supreme Court has acknowledged the principle of informational privacy and has recommended that laws be passed to ensure enforceability against non-State actors

(private entities).

This suggests that India's upcoming data security regulations would have some features in common with the GDPR.

GDPR enforcement can be seen as an incentive for Indian businesses to gain early compliance with a proposed Indian

data protection regulation from this viewpoint.

The right to privacy is a constitutional right, according to the Supreme Court in the Puttaswamy decision (2017), and it is important to protect personal data as an integral facet of informational privacy, although the rise of the digital economy is also necessary to open new vistas of socio-economic growth.

In this sense, the government's data security policies does not exclude any policy for the digital economy's development from being framed, as long as it does not compromise personal data privacy.

Comparison of privacy laws in the EU and India:

India:

There were no strict data privacy laws in India, and the Personal Data Protection Bill was not implemented, so there was no control over how businesses processed user data.

The right to privacy was identified as a fundamental right under article 21 in the Puttaswamy v India (2017) case.

Sections 43A and 72A of the Information Technology Act of 2000 ("IT Act"), which have a right of compensation for unauthorised disclosure of personal information.

Section 72-A of the Information Technology Act. On Breach of Data Protection, the Act punishes the criminal with three years in jail or a cumulative fine of Rs 5 lakh.

Section 13 of the Aadhar Act allows the collection of personal data without permission for any purpose of the Parliament or State Legislature..

Conclusion:

The suspected data theft between Facebook and Cambridge Analytica has raised awareness of the difficulties of data protection in a hyper-digitized world.

The topic has resurrected debate about what constitutes permissible data usage, as well as how corporations, states, and political parties can and cannot use data.

A hybrid approach to privacy has been proposed in a White Paper developed by a government-appointed committee led by retired judge B.N. Srikrishna, which is formulating a national data security law for India.

This incorporates the European Union's rights-based method, the United States' approach to using data with agreement to encourage innovation, and an Indian approach

that takes into account the Supreme Court's decision that privacy is a fundamental right subject to reasonable restrictions.