## **CONTENTS**

1	Deepali Yadav and Vipin K. Kadavath	]
Pa	rt I Transnational Spaces	
2	Hallyu 2.0 and Social Media in Manipur: Examining Cultural Formations Through User Generated Content Sylvia Sagolsem	13
3	Transnational Spaces of Digital Activism: Online Protests, Hashtag Culture, and Hysteria in Indian Digital Spaces Sony Jalarajan Raj and Adith K. Suresh	35
Pa	rt II Social Mediations	
4	#FoundItOnAmazon as Popular Media Practice: The Cultural Politics of Influencer Marketing Campaigns on Instagram Lakshmi Prabha P	57
5	Of Friendship, Love, and Community: Dalit Girlhood on TikTok Arpita Sarker	79

in the Indian Context

Tanupriya and Anuja Singh

Pa	rt III Rebuilding Identities	
6	Figure of the Domestic Worker in "Maid in Heaven": Study of Digital Untouchability in Contemporary Media Neelima Mundayur, Juhi Jotwani, and Shubda Arora	105
7	Gaze and Queer Autonomy? Representations	

Index 143

127