

# Centre for Culture, Media & Governance

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New Delhi



## The New Media –of the People

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### Abstract

Media has become a new entity with the abundance of digital information that people produce and has access to. It is now not only important to watch what the media institutions are doing, but also useful to watch what individuals, including media personalities, are stating in their digital discourses – producing “narrative bits” or narbs. The primary theory that drives this new look at media is based in the work of Dr. Ananda Mitra who has proposed that the analysis of the narratives produced by individuals can offer a good insight into what the individual thinks and believes in. In the 2013 Communication Yearbook article on narbs, Mitra offers a way of analysis the bits of narratives that make up the voice of individuals. As stated by the World Future Society on their Web site (<http://www.wfs.org/futurist/january-february-2013-vol-47-no-1/tomorrow-brief/wordbuzz-narbs>)

“Narrative bits, or “narbs,” refer to small bits of information in the digital universe that, when collected, tell an otherwise untold story. The term is credited to Wake Forest University communication professor Ananda Mitra, who believes that narbs offer a way to turn massive amounts of social communication into a tool for predicting behavior and reactions.” This theory informs the natural language and semantic analysis to extract opinion maps of the individuals. The analysis produces narrative maps made up of specific nodes and connectors. The nodes represent attitudes, concepts, behaviors and different issues that people are talking about in their narbs. For instance a common node is “positive opinion” which could be made up of positively affected terms such as “like,” “love,” “good,” etc. Similarly, another node could be “immigration” referring to the issue. The map connects nodes together to indicate how strongly two nodes are related to each other. For instance, a dark line between two nodes would show a strong relationship between the nodes, suggesting people are talking about two things simultaneously, almost “in the same breath!”

### About the Speaker

My research expertise spans several interconnected areas including social scientific survey research, ethnographic research, narrative analysis and the impact of digital technologies on everyday life. I have also been attributed as the inventor of the concept of narbs and the development of the narrative maps based on narbs. I have connected this work together through my scholarship and in my role as investigator on funded research projects that have examined the impact of digital technologies in data collection in a variety of contexts. My 13 books, 69 peer-reviewed publications, and numerous presentations have focused on the intersection of the various areas of research that has been the focus of my professional career. Most recently I have launched, in collaboration with other researchers, a Website called TheMediaWatch.com that uses my research to create narrative maps based on narbs. I have also engaged in other innovative and entrepreneurial activities by working with numerous students who have enrolled in my course on new technologies and entrepreneurship, and in establishing a personal consulting practice in the area of community data collection. This line of research, and accompanied teaching, has been recognized through several awards. I have also served in administrative roles such as the Head of the Sampling Division of the Survey Research Laboratory of the University of Illinois, the founder director of the Survey Research Center of Wake Forest University, and the Chairperson of the Department of Communication of Wake Forest University.

### Event Details

**Venue:** CCMG Network Governance Lab,

**Date:** Thursday, 03 April, 2014

**Time:** 02:00-03:30 pm