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## Research Article

### IMPACT OF BAN TREND OF YOUTUBE VIDEOS ON YOUTH IN BANGALORE: A GENDER CENTRIC STUDY

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#### ABSTRACT

Works of art like films, paintings, videos on internet in India is being banned on the grounds of violence, obscenity and sex. At various points in time, different cinemas during releases become targets of bans for the sake of maintaining public order; respecting beliefs, sentiments and traditions; or for criticizing the State on certain issues. This paper deals with the present status of banning and censorship of Youtube videos on the internet. The study majorly focuses on two videos that have created clamor in the society of recent times- AIB Roast and India's Daughter Documentary. Both the videos have been banned on the internet after criticism from various factions of the society. This paper tries to explore the reasons for banning of videos on internet from the perspective of the youth.

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#### INTRODUCTION

The concept of freedom of speech and expression is about the ability to express oneself freely through means of art, literature, word of mouth or any other mode of communication. Modern liberal democracies have freedom of speech and expression as their cornerstone. On the other hand, banning has become a culture in India. This paper tries to evaluate the reasons of censoring or banning by exploring the case studies of AIB Roast Online Video show and India's Daughter Documentary. All India Bakchod Knockout (abbreviated as AIB Knockout), an event held in Mumbai is a roast comedy show starring Karan Johar as the host and Ranveer Singh and Arjun Kapoor as the roast. The show went viral when put up on YouTube website. The concept of 'roast' arises from off-color humor also known as dirty jokes and uses prose, jokes, black comedy, poems, skits and blue comedy. Off color humor deals with topics considered to be excessively vulgar and in bad taste by the existing morality. Off-color humor provokes laughter by evoking a feeling of surprise and shock in the comedian's audience. In the modern era, off-color humor like that in AIB has shocking content to draw attention to their criticism of social issues, especially censorship and the socioeconomic divide. In the midst of intense controversy and the likelihood of an inquiry by the government about its expletive-laced, warts and all "roast" of two film stars, the

celebrities starring in the show faced the possibility of ban from all quarters.

Again, *India's Daughter*, directed by Leslee Udwin is a documentary film which is part of the BBC's ongoing Storyville series. Based on the 2012 Delhi gang rape, the film documented the circumstances of the murder of a 23-year-old woman who was a physiotherapy student and faced a political ban in India. YouTube was directed to block the video in India by the Indian government and in due course it was taken off from other social networking sites as well where the video has gone viral. This paper, therefore tries to explore why videos uploaded on internet which embodies freedom of speech and expression in the present times and offers a platform for disparate voices to put forth their viewpoints, has been banned or targeted.

#### REVIEW OF LITERATURE

Subhradipta Sarkar says that journey of safeguarding free speech started even before the formulation of the Indian Constitution. In the present times, right to free speech is one of the most notable civil liberties, vigorously guarded against any sort of governmental intrusion. A democratic set-up provides everyone the right to communicate his viewpoints on different affairs. In the context of censorship in films, the researcher says that millions of views circulated everyday is not approved by majority of the Indians. But should that criteria lead to them

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being scrapped? Today audience has the control over their exposure to contents being screened in terms of films and internet videos. It is available to only those people who are willing to buy tickets, go to the theatres and watch them. Unwilling people can always choose to stay away from such screenings. Similarly, people having objection Youtube videos like AIB Roast and India's Daughter can refrain from watching them instead of the wide-spread hue and cry made over their objectionable status and latter banning.

Junana Shah (2013) in her article in DNA raises a very pertinent question, "Does India have enough freedom of speech?" She articulates this question in the context of the Jaipur Literature Festival Freedom held in 2013 where a survey was conducted on three thought provoking questions. The questions were: 1) Do you think there's just enough freedom of speech in India? 2) There is too much freedom. 3) There isn't enough freedom? This in turn gave rise to further more questions like - does India have too much freedom of speech? Who decides what is 'too much'? Isn't the question itself an oxymoron? She puts forth the case of US touted as the Mecca of freedom of speech and expression. Is there too much freedom of speech in the US? But for the US, the answer of 'too much' is defined – till your freedom of expression / speech does not impinge on another's constitutional rights. Therefore the conclusion can be drawn from the discussion as freedom of speech is a power, and with power comes responsibility. Roast as the concept signifies involves a specific individual, a guest of honor, who is subjected to good-natured jokes at their expense intended to amuse the event's wider audience. AIB Roast was not a televised event but a real time show attended by people of the film fraternity who themselves gave the consent for the critical and sometimes bordering on insulting jokes being cracked at their expense. The implication is that the roastees are able to take the jokes in good humor as it is seen by some as a great honor to be roasted.

The documentary, India's Daughter also uploaded on Youtube after being televised in BBC has faced a barrage of criticism and uproar and immediate ban from the political fractions as they were unable to answer how the documentary maker had access to crucial sources and institutions involved with the case. But does that constitute sufficient reason for banning of a documentary based on a tragic incident that has constituted as the harbinger of awareness and change for good in terms of women safety and security in the country.

**Objectives of the study are**

1. To evaluate the acceptance of bold subjects depicted in YouTube amongst the youth
2. To analyze if both the genders, boys and girl, agree with the banning of AIB Roast and India's Daughter Documentary

**METHODOLOGY**

The survey method of research was deployed for the present study. Structured questionnaire was used to collect required data for the study. The questionnaire basically covered the various reasons related to banning of Youtube videos AIB Roast and India's Daughter Documentary. Purposive sampling technique was used for the collection of the data. The target population of the study was the post-graduate students of

colleges in Bangalore. The survey was conducted during March 2017 in Bangalore. 50 questionnaires were distributed for the respondents for collection of the data.

**Hypothesis adopted for the study is**

- H0- ( $\mu_1 = \mu_2$ ) There is no difference in the opinion of boys and girls on banning of online youtube videos
- H1- ( $\mu_1 < \mu_2$ ) There is difference in the opinion of boys and girls on banning of online youtube videos
- H0- ( $\mu_1 = \mu_2$ ) There is no difference in the opinion of boys and girls on banning of AIB Roast and India's Daughter Documentary
- H2- ( $\mu_1 < \mu_2$ ) There is difference in the opinion of boys and girls on on banning of AIB Roast and India's Daughter Documentary

**FINDINGS OF THE STUDY AND THE DISCUSSION**

**Table 1** Censoring music videos depicting sex-like dance

Agree with censoring music videos that depict sex-like dance	Gender		Total
	Male	Female	
Yes	12 (48%)	16 (64%)	28 (56%)
No	13 (52%)	9 (36%)	22 (44%)
Total	25 (100%)	25 (100%)	100%

Pearson Chi-Square = 1.299, DF = 1, P-Value = 0.254

A Chi-Square test of independence was performed that examined the relationship between gender (male/female) and agreement towards censoring of music videos. The relationship between these variables was not statistically significant  $\chi^2 (1, N=50) = 1.299, p > 0.05$ . The null hypothesis, (i.e. There is no relationship between gender and agreement towards censoring of videos that depict sex-like dance) is accepted.

**Table 2** Censoring videos on Youtube?

Agree with censoring videos on youtube	Gender		Total
	Male	Female	
Yes	10 (40%)	14 (56%)	24 (48%)
No	15 (60%)	11 (44%)	26 (52%)
Total	25 (100%)	25 (100%)	100%

Pearson Chi-Square = 1.282, DF = 1, P-Value = 0.258

With regard to censoring of videos on youtube a Chi-Square test of Independence was conducted. The Null Hypothesis i.e. there is no difference in opinion between boys and girls on banning of online youtube videos was tested. A Chi-Square test of independence was performed that examined the relationship between gender (male/female) and agreement towards censoring of youtube videos. The relationship between these variables was not statistically significant  $\chi^2 (1, N=50) = 1.282, p > 0.05$ . The null hypothesis is thus accepted.

**Table 3** Censoring swear words and offensive language in Youtube videos?

Agree with the censoring of swear words and offensive language in Youtube videos	Gender		Total
	Male	Female	
Yes	7 (28%)	10 (40%)	17 (34%)
No	18 (72%)	15 (60%)	33 (66%)
Total	25 (100%)	25 (100%)	100%

Pearson Chi-Square = 0.802, DF = 1, P-Value = 0.370

A Chi-Square test of independence was performed that examined the relationship between gender (male/female) and agreement towards censoring of swearwords and offensive

language. The relationship between these variables was not statistically significant  $\chi^2(1, N=50) = 0.802, p > 0.05$ . Both male and female respondents agreed that there should be no censoring of swear words and offensive language in Youtube videos.

**Table 4** Banning of AIB Roast

Take on banning of AIB Roast	Gender		Total
	Male	Female	
It should be banned	2 (8%)	7 (28%)	9 (18%)
It shouldn't be banned	9 (36%)	12 (48%)	21 (42%)
Don't know	14 (56%)	6 (24%)	20 (40%)
Total	25(100%)	25(100%)	100%

Pearson Chi-Square = 6.406, DF = 2, P-Value = 0.041

A Chi-Square test of independence was performed that examined the relationship between gender (male/female) and opinion towards banning of AIB Roast. The relationship between these variables was statistically significant  $\chi^2(2, N=50) = 6.46, p < 0.05$ .

There is difference of opinion on banning of AIB Roast between male and female respondents.

**Table 5** Banning of India's Daughter

Take on banning of India's Daughter	Gender		Total
	Male	Female	
It should be banned	2 (8%)	8 (32%)	10 (20%)
It shouldn't be banned	15 (60%)	15 (60%)	30 (60%)
Don't know	8 (32%)	2 (8%)	10 (20%)
Total	25(100%)	25(100%)	100%

Pearson Chi-Square = 7.200, DF = 2, P-Value = 0.027

A Chi-Square test of independence was performed that examined the relationship between gender (male/female) and opinion towards banning of India's Daughter. The relationship between these variables was statistically significant  $\chi^2(2, N=50) = 7.20, p < 0.05$ .

There is difference of opinion on banning of India's Daughter between male and female respondents.

**Findings of the study**

1. It was found that both Male and Female respondents comprising of 36% spent 2-3 hours time surfing the internet each day.
2. The time spent on blogging, and sending private messages on social networking sites by Male students is 0-1 hr comprising of 48% and the same holds true for the Female students as well.
3. Majority of the respondents (64%) believe it's not wrong to have art or sculptures depicting bold images.
4. The majority of the respondents believe that swear-words should be included in dictionaries. In fact, it was found that majority of the respondents both male and female use swear words or offensive language in real life. 82% of the respondent use swear-words, mostly during a fight or even sometimes while speaking informally with their friends.
5. For gathering the opinion on censoring of swear words and offensive language in Youtube videos, a Chi-square test was performed. Both male and female respondents did not agree for censoring of swear words and offensive language in Youtube videos.
6. Majority of respondents (54%) agreed with censoring music videos that depict sex-like dance. On doing a Chi-

square test, it was found that there is no relationship between gender and agreement towards censoring of videos that depict sex-like dance.

7. In order to find out the opinion on banning of online youtube videos, a Chi-square test was done. And it was observed that gender has no relationship with the current ban trend of online youtube videos.
8. Both the male and female believe that none of the above formats like India's Daughter, Charlie Hebdo Cartoons, MF Hussain's depiction of Hindu Goddesses, AIB Roast, Fifty Shades of Grey etc should have been banned. They have specified various reasons like India is democratic country to liberty should be accorded to the expression of different points of view regardless of hurting sentiments of certain sections of the society has been given by the respondents.
9. Majority of male and female respondents (76%) believe that it is alright for the public to criticize the government.
10. Majority of respondents (48%) do not consider making fun of someone prominent, using innuendoes with sexual overtones or otherwise to be offensive elements in evoking laughter. It was held that humor should be taken with a light hearted spirit.
11. On performing a Chi-Square test on the issue of banning AIB roast, it was observed that there is difference of opinion on banning of AIB Roast between male and female respondents and majority (42%) believed that it shouldn't be banned.
12. Both sets of respondents feel that people are intolerant towards off-color humor and that is the primary reason of calling for a ban instead of objectionable language and influence of western culture in programming.
13. On performing a Chi-Square test on the issue of banning India's Daughter, it was found that there is difference of opinion on banning of India's Daughter between male and female respondents majority (60%) believed that it shouldn't be banned.
14. Both Male and Female respondents believe that the apt reason for banning of India's Daughter can be Portrayal of Indian culture in poor light.
15. Both the Male and Female respondents (34%) agree that children should not be exposed to adult content and this can constitute one of the primary reasons for censorship/banning.

**Testing of Hypothesis**

*H1-There is difference in the opinion of boys and girls on banning of online youtube videos*

The data analysis furnished in the study indicates that there is no difference of opinion of both the genders, boys and girls on banning of online youtube videos. Hence, the above hypothesis stands disproved according to data analysis.

*H2-There is difference in the opinion of boys and girls on banning of AIB Roast and India's Daughter Documentary*

The data analysis furnished in the study indicates that there is difference of opinion between the genders, boys and girls, on banning of of AIB Roast and India's Daughter Documentary. Hence, the above hypothesis stands approved according to data analysis.

## CONCLUSION

It has been a recent trend that each time a work of art doesn't agree to the palate of certain sects of people exercising power; they have schemed to ban the same randomly in the name of 'public interest'. But freedom of speech and expression is significant in a democratic set-up for several reasons. First, we must have the right to inform people in spite of the cringe worthy nature of the information being given. Again, there should be trend of democratic fairness. If we want people to accept democratic procedures and laws that express the will of the majority, then everyone in society must have not just a vote but a voice, however much we may dislike what they are saying. In this study, it has been proved that there is no difference in the opinion of boys and girls on banning of online youtube videos. Similarly, the study on youth has revealed that there is no reason for this wide-scale inclination of banning materials on the internet, especially in terms of Youtube videos. People who are interested in watching the same should be able access them. And children below the age of consent should be monitored on their internet usage so that they are not exposed to adult or matured content which are not suitable for their age.

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