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Social Media Use in the Diaspora: Practices among the Indian Immigrants in Germany

Abstract

In the presentation, I will discuss the digital media practices among the Indians high skilled immigrants in Germany. Platforms like Facebook, Twitter, to name a few often act like the social glue of migrant transnationalism and serve as the link between the home and the host societies. Consequently, media consumption practices emerge as the core of the transnational practices that immigrants engage into, with the efforts and desires at creating a home in the country of immigration. The latest phase of immigration from India to Germany involves the arrival of the European Union Blue Card Holders and students, leading to a slow yet steady expansion of the Indian communities in the host country and the emergence of a new diaspora in Germany dominated by white collar immigrants from India. From that standpoint, witnessing the rise of a new diaspora with distinct transnational practices, including practices related to digital and social media, my focus here is to locate those practices and examine their consequences on the newly emerging Indian diaspora in Germany at large.

Oberseminar