

Srikanth Nayaka, Ph.D.
Visiting Assistant Professor

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Academic Employment

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| May 2025 to Present | Visiting Assistant Professor Communication Area Indian Institute of Management (IIM) Indore |
| Aug 2023- to May 2025 | Assistant Professor & Co-Chairperson, Board of Studies Department of Media Studies GITAM School of Humanities and Social Sciences GITAM (Deemed to be University), Hyderabad Campus Telangana State, India |

Academic Qualifications

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| 2023 | Indian Institute of Technology (IIT) Tirupati Ph.D., Media & Cultural Studies <u>Dissertation Title:</u> YouTube, Online Videos, and Creator Labour in Rural South India <u>Dissertation Committee:</u> V. Vamshi Krishna Reddy (Supervisor), Prabha Shankar Dwivedi (Co-Supervisor), Rahul A. Sirohi, Chandra Sekhar Bahinipati, K. P. Naveen, and Parthajit Mohapatra | (CGPA: 9/10) |
| 2018 | Jawaharlal Nehru University, New Delhi M.Phil., Media Studies Thesis Title: Making Sense of Media: Infotainment in Telugu News Television Supervisor: Sujith Kumar Parayil | (CGPA: 7.5/9) |
| 2015 | University of Hyderabad M.A., Communication & Media Studies Thesis Title: Social Media and Citizen Engagement: A Study of Hyderabad Traffic Police Facebook Page | (CGPA: 7.6/10) |
| 2013 | The English and Foreign Languages University, Hyderabad B.A., (Hons.) Mass Communication & Journalism | (CGPA: 6.5/9) |

Research Interests

Digital Cultures; Platform Studies; Digital Labour; Social Media Entertainment; Micro-Celebrity & Influencer Cultures

Publications-Journal Articles

Abidin, C., **Nayaka, S.**, Cabalquinto, E. C. B., & Guo, J. (2025). Groundhog Day: Influencers are just vain. *International Journal of Communication*, 19.
<https://ijoc.org/index.php/ijoc/article/view/23310/4901> (SJR-A/Q1)

Nayaka, S., Vemireddy, V. K. R., & Dwivedi, P. S. (2025). From local to global: Village YouTubers and rural creator cultures in South India. *International Journal of Cultural Studies*, 28(1), 185–203. <https://doi.org/10.1177/13678779241292639> (SJR-A/Q1)

Nayaka, S., Vemireddy, V. K. R., & Dwivedi, P. S. (2024). YouTube and the production of online video cultures in Rural South India. *International Journal of Web Based Communities*, 20(1/2), 180–197. (SJR-C)

Publications-Book Chapters

Nayaka, S., & Reddy, V. V. K. (2022). Going Viral: YouTube, Village Life and Digital Cultures in South India. In R. Trandafoiu (Ed.), *Border Crossings and Mobilities on Screen* (pp. 89–100). Routledge. (Scopus Indexed)

Publications-Book Reviews

Nayaka, S. (2024). The new screen ecology in India: Digital transformation of media: by Smith Mehta, London, Bloomsbury, 2023, ix + 170 pp., \$146.50 (hardback), ISBN: 978-1-8390-2570-9, \$51.50 (paperback), ISBN: 978-1-8390-2571-6. *Quarterly Review of Film and Video*, 1–4. <https://doi.org/10.1080/10509208.2024.2414532> (Book Review)

Teaching Interests

- Media and Communication Studies
- Global Creator Cultures
- Media Management Studies
- Qualitative Research Methods

Courses taught at GITAM (Deemed to be University), Hyderabad Campus

- Foundational Concepts of Media Studies (Undergraduate): 2023-2024
- Global Politics and Media (Undergraduate):2023-2024
- Media Management and Entrepreneurship (Undergraduate):2023
- Introduction to Journalism and Mass Communication (Undergraduate):2023

Fellowships and Grants

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| 2021- 2023 | Senior Research Fellowship (Half-time Research Assistantship (HTRA)-IIT-Tirupati) |
| 2019-2020 | Junior Research Fellowship (Half-time Research Assistantship (HTRA)-IIT-Tirupati) |
| 2023 | Summer School Grant (\$ 1000 AUD) Digital Ethnography Research Centre, RMIT University, Melbourne, Australia |
| 2022 | International Travel Grant (Rs.1,50,000 INR) Indian Institute of Technology (IIT) Tirupati |
| 2021 | Summer School Grant European Communication Research and Education Association-(ECREA) |
| 2019 | National Conference Grant Department of HSS, Indian Institute of Technology (IIT) Tirupati |
| 2019 | Travel Grant (US\$ 1,500) International Association for Media and Communication Research (IAMCR) |
| 2015-2017 | Non Net Fellowship (awarded by the University Grants Commission, New Delhi) |
| 2014 | Qualified for Assistant Professor (UGC-NET) University Grants Commission-National Eligibility Test (Decemeber-2014) |

Invited Talks

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| Feb 2025 | Invited speaker, “ <i>Understanding Platform Economy and Gig Work in India</i> ,” A daylong workshop organized by the Moturi Satyanarayana Centre for Advanced Study in the Humanities and Social Sciences at Krea University on Friday, 14 February 2025. |
| Sep 2023 | Invited panelist, “ <i>Influencers are just vain</i> ,” Groundhog Day 2023, A one-day online-only open-access collection of roundtables on the cyclical nature of academic spotlights and hot topics, and some of the frustrations related to the a historicity of the discussions and moral panics. Organized by The Influencer Ethnography Research Lab (IERLab), Curtin University, Western Australia . |

Conference Presentations (International/National)

- Dec 2023 *“YouTube, Online Videos, and the Platformization of Vernacular Creativity in Rural India”*; paper presented at ‘Go Mobile, Stay Creative,’ Mobile Studies Congress-2023, organized by College of Media and International Culture, **Zhejiang University, Hangzhou, Zhejiang, China** from 16-17 December.
- Oct 2022 *“YouTube and the Rise of Streaming Culture in Small Town India: Aspiration, Articulation, and Attention”*; paper presented at the 50th Annual Conference on South Asia, organized by the **University of Wisconsin-Madison, USA** from October 19-22, 2022.
- Jun 2022 *“From Local to Global: YouTube, Village Video Makers, and New Screen Cultures in South India”*; paper presented at the International conference (Hybrid) on ‘Global Perspectives on Platforms & Cultural Production’, organized by the **University of Amsterdam, Netherlands** from June 1-2, 2022. (Online Event)
- Apr 2022 *“YouTube, Mediated Publics, and Online Social Capital in Rural South India”*; paper presented at the International conference on Media and Publics-2022, organized by **Roskilde University, Denmark** from April 27-29, 2022. (Online Event)
- Aug 2021 *“Making YouTube Videos: Digital Work, Culture, and Identity in South India”*; paper presented at the Virtual Media Sociology Symposium-2021, organized by the Communication, Information Technologies, and Media Sociology (CITAMS), **American Sociology Association (ASA)** on August 5th. (Online Event)
- July 2021 *“Digital Platforms, Vernacular Creativity, and New Screen Cultures in South India”*; paper presented at Graduate Conference of Inter-Asia Cultural Studies Society Virtual Conference-2021 on ‘Culture in the Pandemic Age’, organized by the **Cultural Research Centre, National University of Singapore** from 26-30, July 2021. (Online Event)
- Apr 2021 *“YouTube, Creative Labour, and Participatory Culture in South India”*; paper presented at 4th Annual South Asia Conference organized by the **Ireland India Institute, Dublin City University** from April 28-30, 2021. (Online Event)
- Oct 2019 *“Channels of Discourse: YouTube and the emerging regional digital ‘media culture’ in India”*; paper presented at ‘Digitalizing Media: Communication, Audiences, Policies’, the 11th International Media Readings in Moscow organized by Faculty of Journalism, **Lomonosov Moscow State University, Moscow, Russia** from October 17-18, 2019.
- Jul 2019 *“Mapping the Circuit of Culture: A Study of Regional Digital Mediascape in India”*; paper presented at annual conference of the International Association for Media and Communication Research (IAMCR), organized by **Complutense University of Madrid, Spain** from July 7-11, 2019.
- Jun 2018 *“News as Infotainment: The Emerging Regional Public Sphere in India”*; paper presented at annual conference of the International Association for Media and Communication Research (IAMCR), organized by the **University of Oregon, Eugene, USA** from June

20–24, 2018.

- Oct 2018 *“The Prime Time News ‘Adda’: The Emerging ‘Vernacular Public Arena’ of Telugu News Television”*; paper presented in National Seminar on ‘The State of Indian Language Journalism and Training’ organized by the **Indian Institute of Mass Communication (IIMC), New Delhi** from October 29-30, 2018.
- Feb 2018 *“Telugu News Television: Proliferation, Politics and Practices”*; paper presented in National Conference on ‘Historicizing Indian Television: People, Programs and Processes Post 1990 (HIT:PPP)’, organized by the Department of Media and Communication Studies, **Savitribai Phule Pune University, Pune** from February 8-10, 2018.
- Mar 2017 *“Media and the Subaltern Sphere’: The Structural Transformation in Telugu News Television”*; paper presented at National Seminar on “Media and Subalterns in India” organized by the Department of Culture and Media Studies, **Central University of Rajasthan, Bandarsindri** from March 16-17, 2017.

Workshops/ Summer Schools

- Jun 2023 *“A hybrid 2-day paper workshop on Global Perspectives on Platforms & Cultural Production,”* part of double special issue of the *International Journal of Cultural Studies*, organized by the **University of Amsterdam, Netherlands** from June 29 & 30, 2023.
- Feb 2023 *“Digital Ethnography Fieldwork and Analysis: Studying hybrid contexts of human+ non-human+ more-than-human entanglements,”* summer school organized by Digital Ethnography Research Centre, **RMIT University, Melbourne, Australia** from February 20-24, 2023.
- Jun 2022 *“Creator Studies Workshop”* organized by the **University of Amsterdam, Netherlands** on May 31st. (Online)
- Apr/May 2022 *“11th Annual Doctoral Consortium of the Communication and Technology Division”*, co-sponsored by the Mobile Communication Interest Group of the **International Communication Association (ICA)**. (Online)
- Feb 2022 *“DMRC Summer School 2022,”* Annual Summer School of the Digital Media Research Centre (DMRC), **Queensland University of Technology (QUT), Brisbane, Queensland, Australia** from February 7-9, 2022. (Online)
- Sep 2021 *‘European Media and Communication Doctoral Summer School 2021’*, Annual Summer School of the European Communication Research and Education Association (ECREA). The 2021 edition of the summer school was organized online by the **University of Cádiz, Cádiz, Spain** from September 20-24, 2021. (Online)
- Jun 2021 Summer School in Global Studies and Critical Theory on *‘Political Imagination After Covid: Life, Race, Technology, Abolition’* organized by the Academy of Global Humanities and Critical Theory. The Academy is jointly promoted by the University of Virginia, Duke University and the University of Bologna. The 2021 edition of the summer school was organized online by the **University of Bologna, Italy** from June 21-July 02.

- Jan 2020 “*A Two-Day International Research Workshop on 'Indian Conceptions of Multiculturalism'*” organized by the Department of Humanities and Social Sciences, **Indian Institute of Technology (IIT) Tirupati**.
- Dec 2019 “*The Winter Institute in Digital Humanities*” organized by **Indian Institute of Technology (IIT) Gandhinagar** in collaboration with the **University of Saskatchewan, Canada (USask)**.
- Dec 2017 “*Seven-Day Research Methodology Workshop*” organized by Centre for Culture, Media & Governance, **Jamia Millia Islamia, New Delhi** under the aegis of UGC sponsored Centre with Potential for Excellence in a Particular Area.
- Aug 2016 “*Academic Writing Workshop*” organized by Linguistic Empowerment Cell, **Jawaharlal Nehru University, New Delhi**.

Languages

English, Hindi, Telugu (Native)

Professional Associations

- 2024 Association of Internet Researchers (AoIR)
- 2018-2019 International Association for Media and Communication Research-(IAMCR)