



## SIGN LANGUAGE IN SOCIAL MEDIA



Notes

With advances in digital technology and the popularity of social media, more and more Deaf people are creating content for ISL for social media posts. This lesson describes some technical aspects of creating videos in ISL and also describes the ethics to be followed while posting content on social media.



### OUTCOMES

After studying this lesson, learner:

- lists some technical aspects of using ISL in social media, such as video recording, editing, and video background,
- appreciates the need for ethics, respect for the laws, and respect for specific societal groups (women, elders, all disabilities) in relation to sign language content on social media.

### 17.1 SOCIAL MEDIA

Social media means websites and applications where users create and share content or do social networking, for example, Facebook or Instagram. There are also communication Apps e.g., WhatsApp that can act as social networking tools.

Examples of social media:



Figure-17.1 : Social Media

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Social media has changed how people are in contact, and deaf people have benefited from more options to communicate.

**17.2 SOCIAL MEDIA WITH VIDEO**

- There are different kinds of social media that exist. Some platforms host one kind of media such as video as we see with YouTube and Vimeo. YouTube is mostly used to share longer videos. Channels are often set up with themes, and you can subscribe to them if you like the topic. See this example of a channel called “India Deaf Can TV”:

Example: YouTube video ‘India Deaf Can TV’



Figure-17.2 : India Deaf Can TV

- YouTube now works like mass media, as an alternative to TV. Organisations such as the NIOS and ISLRTC also use YouTube and Vimeo to share their own learning materials.

Example: ISLRTC video

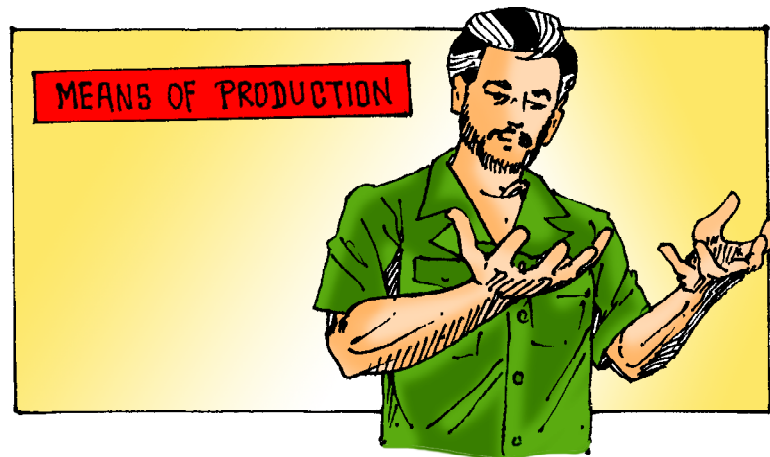


Figure-17.3 : Means of Production

- Vimeo is a little different from YouTube. People use it to post fewer videos but of higher quality. For example filmmakers use it as an online video portfolio.

### 17.3 SOCIAL MEDIA FOR PICTURES AND VIDEOS

- Instagram is newer than YouTube. It also uses a hashtag search function. When Instagram started, it was only for posting pictures, but now it also includes short video clips and 'IG TV'.
- Instagram stories allow for 15-second clips, but several can be joined together to make longer videos up to 60 seconds. Instagram also has longer videos, up to 60 minutes, through the IG TV option. People can follow your account to follow the videos or photos you post.



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Example: Child labour video



Figure-17.4 : Instagram stories

Example: Deaf Social Awareness (new)

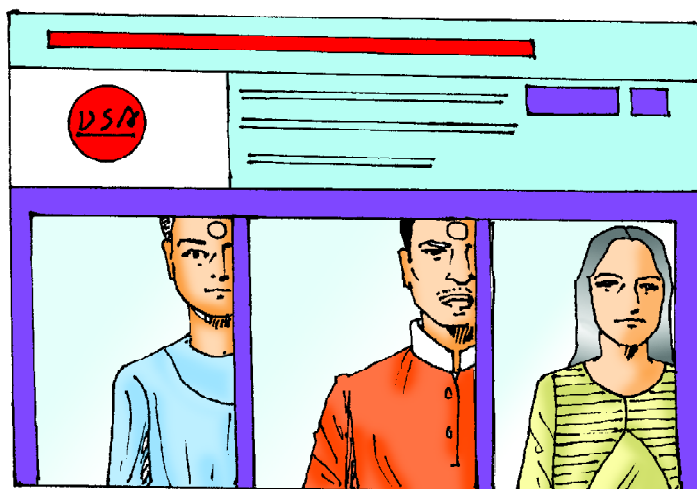


Figure-17.5 : Instagram stories

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Young deaf people can connect from anywhere in the world using Instagram. There are hashtags on Instagram for #indiansignlanguage and for #indiansignlanguageinschools. This hashtag is also on Twitter. Twitter is mostly text based, but photos and videos can also be shared.

### 17.4 SOCIAL MEDIA FOR PICTURES, VIDEOS, TEXT AND MORE...

- Facebook is the one of the most famous social networking platform, and many deaf people use it. On Facebook, people join specific groups based on their interests. Media can be shared and re-shared on Facebook to reach more people.

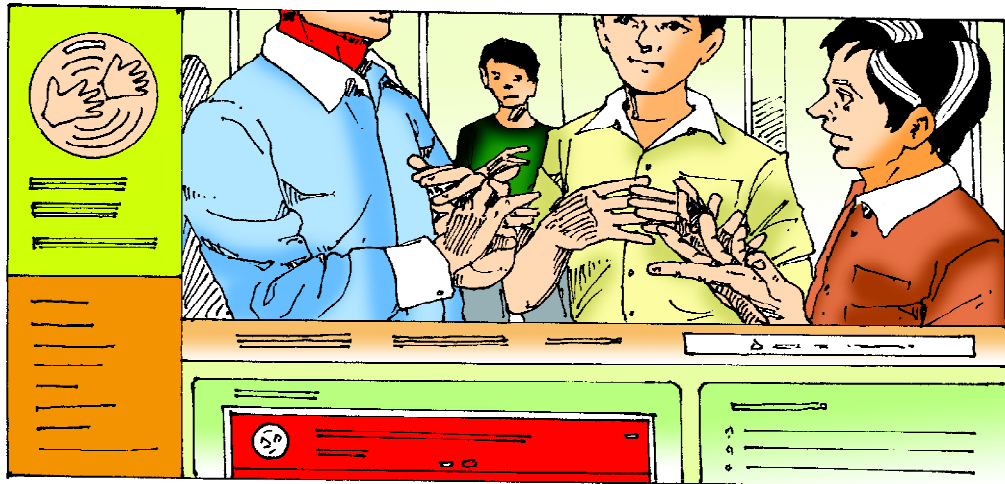


Figure-17.6 : <https://www.facebook.com/SignLanguageofthedeaf>

On this page, people can share, comment and like videos.

People on Facebook can also create public events and ask people to join. Facebook can be used to call for support for lobbying, strikes and demonstrations in the deaf community.

### 17.5 COMMUNICATION MEDIA

- The communication media are similar to the other media, but they have different features. For example, WhatsApp is a multifunction messaging app that lets you communicate directly with your contacts. WhatsApp is not a social networking app, but it helps group communicate in multimedia ways.
- In WhatsApp you can add contacts and create private messaging groups. In the WhatsApp group, you can communicate with a group of people at the same time.

- This is also possible with Facebook Messenger, but to use Facebook Messenger, you must sign up with Facebook. For WhatsApp you only need a phone number.
- There is also Skype, Zoom and FaceTime. These are not social networking platforms, but you can use them for video meetings for free.

### 17.6 SOCIAL MEDIA ETHICS

- When posting on social media, it's important to think about what we say and how others will see us. Also remember that when you post something, many other people can copy and share it.
- Being careful means that we must be respectful toward all groups such as women, elders, and people with all types of disabilities. You should never post things that will upset other people. For example, it is wrong to make bad jokes about any person or group, or to show too much of your own or anyone else's private life or body. If you do this, you break trust, and it is unethical.
- Do not post anything with bad intentions about any person or group. It is important to keep a positive environment when using social media.

### 17.7 SOCIAL MEDIA TIPS

When you make videos for social media, here are some helpful tips:

- Select the best app aligned with your aims, and think about who will see your post with this app.
- Wear plain clothing with good colour contrast.
- Put a light in front of your face. Natural light through a window is better than yellow light from lamps.
- The background should be very plain, such as a blank wall. For professional videos, some people use a green screen because then the background can be changed in editing.
- Your message should be short and simple so everyone can understand.
- If you are posting openly to many people, remember to explain personal names, and place names, so that everyone can understand.
- Think about adding more options, for example a call to action, or a hashtag.

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### INTEXT QUESTIONS 17.1

1. What is Social media?
2. How is Social media used for Sign Language?
3. Name some popular social media app for video sharing and information sharing.
4. What are some tips to keep in mind while making videos for social media?



### WHAT YOU HAVE LEARNT

- Social media means websites and applications where users create and share content or do social networking, for example on Facebook or Instagram.
- There are also communication apps e.g. WhatsApp which can act as social networking tools.
- Social media platform like YouTube and Vimeo host only one kind of media i.e. videos. Longer videos are posted on YouTube. Many deaf organisations have their own YouTube channels. In this time of pandemic, many webinars have been live streamed on YouTube. India Deaf Can TV and ISLRTC, SIGN LIBRARY, EARLY INTERVENTION PROJECT, and other channels post ISL videos regularly.
- Instagram uses a hashtag search function. Previously one could only share pictures but now short videos can also be posted.
- Deaf people can connect from anywhere in the world using Instagram.
- There are hashtags on Instagram for #indiansignlanguage and for #indiansignlanguageinschools.
- Facebook is one of the most famous social networking platform, and many deaf people use it.
- On Facebook, people join specific groups based on their interests. Media can be shared and re-shared on Facebook to reach more people.
- People on Facebook can also create public events and ask others to join. Facebook can be used to call for support for lobbying, strikes and demonstrations in the deaf community.

- WhatsApp is a communication media but not a social networking app. It is a multifunction messaging app that lets you communicate directly with your contacts.
- Skype, Zoom and Facetime are not social networking sites but one can video chat for free on them.
- It is your responsibility to follow ethics while posting on social media. Content should not be disrespectful to anyone. Don't post about personal lives and don't post with bad intentions.
- Remember your posts can be copied and shared so be careful what you post.
- While creating videos for social media, first choose the most suitable app. Keep the background simple or green. Wear simple plain clothes and make short videos with clear signing. Natural light from the front is the best option.



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### TERMINAL EXERCISE

1. Provide examples of popular social media for video sharing, and explain how they are similar to each other and different from each other.
2. Discuss social media ethics. Give at least two points and explain them.
3. What are some technical tips to keep in mind while creating videos for social media? Give at least two examples.
4. Explain what you understand by Ethics for social media. Explain with good examples.



### ANSWERS TO INTEXT QUESTIONS

#### 17.1

1. Social media means websites and applications where users create and share content or do social networking. For example-Facebook, Instagram.
2. Sign Language video sharing is easy on various social media platforms.
3. Facebook, Instagram etc.

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**Notes**

4. Some tips –
  - a. Wear plain clothing with good colour contrast.
  - b. Plain background
  - c. Put light properly.
  - d. Message should be short and simple so everyone can understand.