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Virtual Strike : Ban of 59 Chinese Apps in India and Users and Non- Users Perceptions

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Abstract

Purpose: The purpose of this study is to understand users' and non-users' perceptions of virtual strikes via a social media platform like Twitter, a ban on 59 Chinese apps in India.

Design / Methodology / Approach: The present research is qualitative in nature. Users' and non-users' views deemed twitter-like across social media sites. This study focused on understanding people's attitudes towards virtual attacks, which is a ban on 59 Chinese apps in India. N-Capture is used to download the tweets and word cloud and word frequency is done using Nvivo.

Findings: Research results shows that virtual strike had a significant impact on users and non-users indirectly. There have been shared opinions about economy, security, and more tweets are for TikTok. Many users are in favor and against it from entertainment perspectives and through these entertainment apps, create attention in public and social platforms.

Practical Implications: People's perception has an influence on the market in several ways, such as economy and security, as TikTok had great responses on tweets and created direct and indirect effect on people as an entertainment tool in rural India. As a result, policymakers can take this into account and focus on India's new entrepreneurship journey, considering

India 's perception of these apps and people 's involvement and engagement for such usage and entertainment applications.

Originality / Value: The paper offers insights into people's complex views of banning Chinese apps in India. User expressions in social media, such as twitter and this study, helped understand the emotions and feelings that people bear in India for the ban of 59 Chinese apps.

Keywords: Virtual Strikes, Ban of Chinese apps, India, Rural, Tiktok, entertainment, perceptions.

Type: Qualitative

Introduction

“The Supreme Art of War is to subdue the enemy without fighting” – Sun Tzu. The seeding of the People’s Republic of China has been tailored by a textbook example of modern conquest – an unquenchable thirst to smash and grab. In a race to gain political ascendancy, China engineers its debt trap policy. The communist diplomacy has generically entrapped the South Asian neighborhood in a web of debt, escalating the degree of political and security threats that India would be exposed to. A jaundiced history and 3 years after the Doklam standoff, a robust military dialogue followed by mobilization of troops and stockpiling weaponry along the LAC in eastern Ladakh on June 15, paved the way for an inevitable question – was India prepared to strike and wound the dragon where it hurt the most?

The Government of India banned TikTok with 58 other Chinese apps “for engaging in activities prejudicial to sovereignty and integrity of India, defense of India, the security of the state and public order.” The loss of ByteDance, the parent company of TikTok and Helo, could be as high as \$6 Billion (INR 45,000 Crores), as stated by China’s Global Times. This political showmanship cost the Chinese giant a 600million plus active user base, constituting 44% of India’s mammoth population.

In a country with diverse cultures, ethnicity, tradition, caste, and languages, TikTok transcended the socio-economic divide while vouching for ubiquity. It molded into an aid to the hindrance of literacy; short, visual format, easy to learn, supported 15 different tongues nationwide and its adaptability to cheap, budget-friendly phones was the icing on the cake. Rural women who previously lacked access to big platforms found some measure of fun, fame, and newfound confidence. Independent artists, musicians – long-stranded and suffocated by Bollywood, found a way to get their craft available to millions of people around the globe. On the other hand, there were legitimate concerns about discrimination, racism, sexual exploitation, and misinformation targeted towards minorities. Some videos even promoted gruesome violence. Owing to the ban, it has been estimated that the top 100 influencers lost the equivalent of 15 million dollars.

It is an opportunity for Indian businesses to look at non-tech sectors and take advantage of the large market suddenly available from the ban on Chinese software. The question is, are they

going to move quickly? The government has announced that the applications have taken place "to prejudice the sovereignty and dignity of India, the protection of India, public security and order."

Chinese applications like TikTok say that they do not share Indian information with any foreign government, including China, but the cybersecurity concerns are widespread. One troubling thing is the growing use of Chinese branded cell phones in border / delicate areas by security personnel with their apps. In certain situations and regions, short video apps are particularly vulnerable.

Including India, security threats from Chinese apps in Europe, the United States, Australia, and parts of Asia are widespread concerns. Several countries are closely looking at China's telecommunications exports for fear of malware and spyware.

With young Indians eager to express creativity in short videos, TikTok has proved extremely popular and has succeeded in generating a positive view of China. The ban has created a void that YouTube can not fill automatically on a different level.

But the majority of India's top ten Chinese apps have 10 to 50 times more users than their Indian counterparts.

DOWNLOAD CENTRAL			
Chinese apps	Users in India	Alternative apps (foreign)	Indian apps
TikTok,	120 m	YouTube, Instagram	Mitron, Chingari
Helo	50 m	ShareChat, Roposo,	Samosa
UC Browser	130 m	Chrome, Firefox	Jio browser
ShareIT	200 m	Dropbox, Google Drive	ShareAll, Jio Switch
MI Community	80 m	Google Play store	
CamScanner	100 m	Adobe Scan, Microsoft Office	
WeChat		WhatsApp, Snapchat	Jio browser

Source: Download Central

Sachin Sharma, director (sales & partnerships) at TikTok India says We want to change the wider perception of TikTok being an entertainment-only app. Unapologetically, I would say entertainment remains a powerful theme for us, but 60% of the content on our platform is coming from different themes/genres. Education is one of the biggest ones and we have divided this theme into EduTokLifeTips, EduTok Technology, and EduTok Motivation, which have become independent self-sustainable themes. We have many young users coming from diverse backgrounds, ethnicity, and language skills and we see a huge need for them to consume education-related content.

According to a report published by Brookings India, a huge influx of Chinese capital has occurred, especially in the tech and pharmaceutical sectors, and this is if we discount China's investments routed through third-party countries like Singapore. The report also notes the

acquisition of minority or controlling stakes in Indian companies by several Chinese technology firms and venture capital players.

As pointed out by Ananth Krishnan, China's The Hindu correspondent, India accounts for 0.03 percent of the global revenue of TikTok's parent company ByteDance. Banning these apps will therefore in the short term have little or no economic impact on China, provoking claims that this is merely a tool of political showmanship.

The ban significantly narrows the Chinese technology firms' top growth market and may embolden other governments to shut them out. According to SensorTower, India was the largest driver of TikTok installs for Beijing-based ByteDance, accounting for 611 million downloads, or 30 per cent of the total.

Which are the main factors that drive growth for TikTok in India?

TikTok is an incredibly simple and frictionless program. Despite diverse ethnicity or language abilities, users can still build content of high quality here. To create content, one doesn't need access to studios or voice recording equipment; everything in the app is built-in and comes with tools like filters and backgrounds. The app uses high-intelligence technology to provide users with a feed that lets them always learn something new and localized. The third biggest thing is that TikTok has removed the barriers of entry-level content creation. Three simple clicks can help users build and distribute powerful content on the web with the global public.

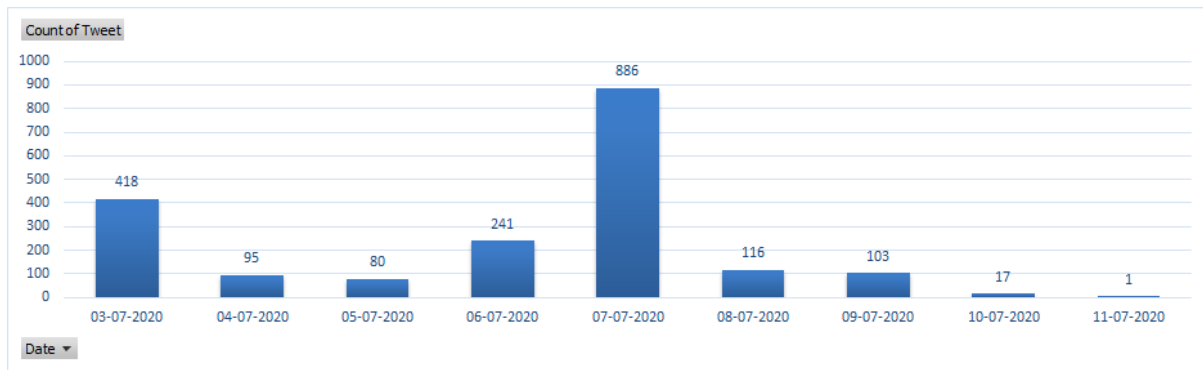
Methodology

The aim of this study is to get an understanding of the reaction of people towards a ban on 59 Chinese apps in India. To bring in matter from a few previous studies based on the ban of online apps and how twitter data is used

Sampling

UGC(User Generated Content) samples in social networks, as indicated by Kim et al.(2013) and Pfeffer et al. (2018) that UGC data are qualitative, and therefore should be used for exploratory analysis, rather than for testing hypothesis and statistical significance of the variables.

In the present study, we have extracted data from twitter. Have downloaded tweets from 29/06/2020 to 11/07/2020. We extracted about 2140 tweets and then filtered to 1957 tweets for our study. The tweets were collected based on the search title “ ban on 59 Chinese apps”. Various hashtags tweets were downloaded. The tweets downloaded were dated from 03/07/2020 to 11/07/2020



The timeline showing number of tweets per day from 03/07/2020 to 11/07/2020.

The data collection of tweets was done using Nvivo software. Ncapture was used to capture the tweets based on the topic “Ban of 59 Chinese apps in India” from twitter. The tweets data showed various hashtags and hence any particular hashtags were not used for downloads.

Using topic name helped us to get an adequate number of tweets and then the data was captured using Ncapture and from Nvivo the data was exported to Excel. The data was cleaned by removing unnecessary columns and relevant tweets were retained which were 1957 in number. The retweets were retained for our analysis as different people agreed and hence it would give us the count of words which were repeated with importance.

Textual Analysis

The data was saved as .csv file and then cleaned using R. The data collected was cleaned by removing punctuations, stopwords of the English language, some stopwords were added by us, words lesser than 3 alphabets were removed, numbers and special characters were removed. The cleaned data was again imported in Nvivo and word frequency was checked. Table-1 gives the top 10 most repeated words in data collected for our study.

Word	Length	Count	Weighted Percentage (%)
Chinese	7	5078	4.95
Ban	3	4752	4.63
India	5	4730	4.61
Apps	4	4116	4.01
https	5	3660	3.57
China	5	1492	1.45
Tiktok	6	1160	1.13
Huawei	6	1148	1.12
Security	8	1012	0.99
Resolve	7	896	0.87

[illegible]

Figure – 1 shows the word cloud generated from the cleaned data. The size and thickness of the alphabets show the more frequently used words in tweets. The larger the size of the word, for example, Chinese, the ban, the higher the frequency of occurrence of that word. It can also be shown with the help of a bar chart for a few more frequently used words.

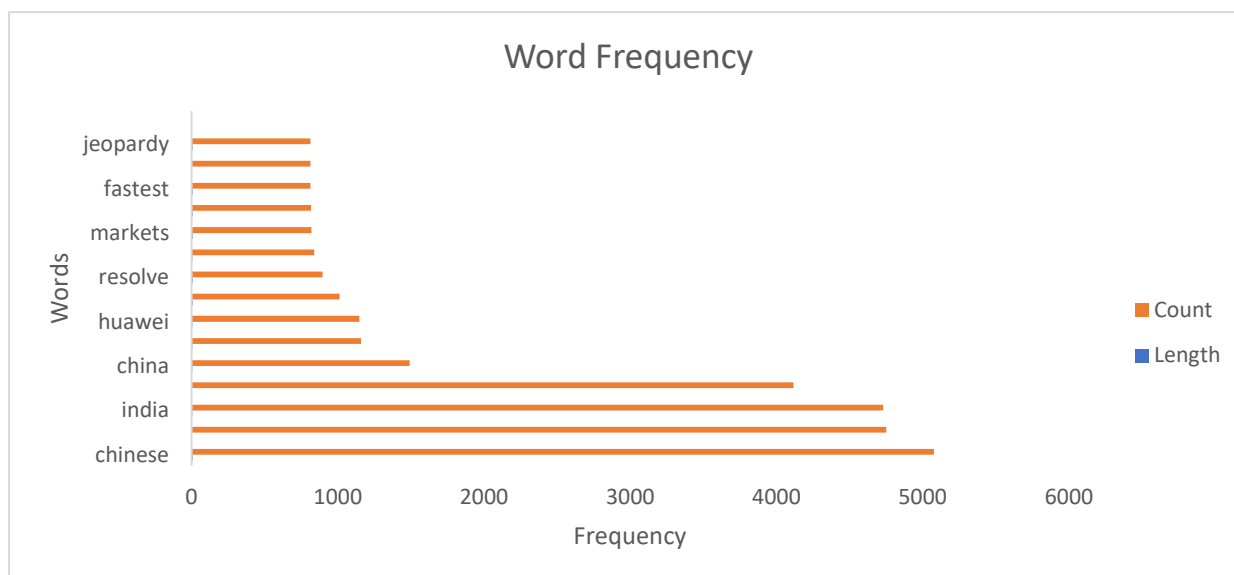
Table 2 - Word Frequency

Word	Length	Count	Weighted Percentage (%)
Chinese	7	5078	5.25
Ban	3	4752	4.91
India	5	4730	4.89
Apps	4	4116	4.25
China	5	1492	1.54
Tiktok	6	1160	1.20
Huawei	6	1148	1.19
Security	8	1012	1.05
Resolve	7	896	0.93
World	5	840	0.87
Markets	7	820	0.85
Growing	7	818	0.85
Fastest	7	814	0.84
Fate	4	814	0.84
Jeopardy	8	814	0.84

Source: Twits Data

The most frequent words show the majority tweeted words that represent the ban of the Chinese apps in India amongst which TikTok was the most frequently used Chinese apps. Along with the apps, the text shows the association between the ban on apps and the security at the India-China border and the measures towards resolving issues at the border.

Figure 2 – Word Frequency



Discussion

Based on qualitative analysis based on social media posts and word cloud and word frequency, the majority are on the economic impact, on security and most of twits on TikTok, and the perceptions of Indian consumers of users and non-users of TikTok. The ban posed concerns about the inability of Indian companies to create similarly common apps and digital channels and to capture only a quarter of the Indian market rather than allowing Chinese and American companies to dominate almost all. The IT Department's ability to think and encourage companies to play an important role in the long term is also called into question. Vijay Shekhar Sharma, CEO and Paytm founder said that Twitter could bring a "digital revolution" and said, "Bold move in the country's interest. A move towards an ecosystem for the Atmanirbhar App. Time for the best Indian businessmen to come forward and build Indians for the best, for Indians! NASSCOM President Debjani Ghosh feels it's the right time for government and industry to focus on building for movement in India. She wrote, "The time for Indian start-ups to lift their game of creativity is no better than now! Also, the perfect time for gov't n industry to extend the movement "building for India on a global scale" focusing on innovation, strategy, financing, confidence ndefense.

Limitations and future Scope of the research

This study is based on qualitative methods that considered social media twits, and not primary data. Future researchers can, therefore, consider these as research gaps in the study

and focus on a mixed approach understanding of user and non-user perceptions of TikTok and other 58 apps ban in India.

Conclusion

People's perception has an influence on the market in several ways, such as economy and security, as TikTok's had great responses on twits and created direct and indirect effect on people as an entertainment tool in rural India. As a result, policymakers should take this into account and reflect on India 's latest entrepreneurship path, given India 's awareness of these apps and people's engagement and dedication to these use and entertainment applications. And user gestures in social media such as twitter and this study helped to understand the emotions and feelings users and non-users carry in India for 59 Chinese apps bans.