

The *Indernet*

Negotiating ‚Indianness‘ in German



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Structure

1. The *Indernet*
2. ‚India‘ and ‚Germany‘
3. An own space
4. ‚Indianness‘

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The internet portal *Indernet*

- <http://www.theinder.net>
- by ‚Indians of the second generation‘
- for ‚Indians of the second generation‘
- founded in 2000 in Germany
 - internet boom,
demographic development,
‚Kinder statt Inder‘
- non-profit



Content of the *Indernet*

- provides
 - editorial content
 - events calendar
 - interactive elements
- on ‚India‘ and ‚Indian life in Germany‘
- well established
 - clicks, media coverage, publicity

The screenshot shows the website www.theinder.net, which is an Indian portal for Germany. The page features a navigation menu with options like 'das projekt', 'mitglieder', 'kühlschrank', 'chat', 'pinnwand', 'forum', 'gästebuch', 'kontakt', 'editorial', and '<< startseite'. A prominent banner for 'mahanagar lounge' is visible, advertising a '05 FEB TOP OF COLOGNE / KÖLN' event. Below the banner, there is a section for 'Veranstaltungskalender' (Event Calendar) for February to April 2005, listing various cultural and social events such as 'Sonia Sabri Company' in Düsseldorf, 'Bollywood Karneval Session' in Köln, and 'Swades' in Düsseldorf. A 'Parties und Treffen' (Parties and Meetings) section lists upcoming events like 'The Nahangar Lounge' in Cologne and 'Desi Soul trifft Soul FM in Köln'. The website also includes a search bar, a contact form, and a footer with email and social media links.

‘India’ and ‘Germany’

- symbolically refers to ‘India’
 - name: theinder.net / *Indernet*
 - logo
 - project description
 - topics
- is localised in ‘Germany’
 - language
 - editors and users
 - topics



The banner features a grid of images and text. The top row includes the text 'INDIEN IM KOPF?' and a large portrait of a man. The middle row includes 'hollywood', 'kontakte', 'chat', 'reisen', and 'nachrichten'. The bottom row includes the logo for 'theinder.net' and the text 'kommunikation | information | unterhaltung'. Below the banner, the URL 'http://www.theinder.net' is displayed, along with the text 'Indien Portal für Deutschland' and 'Germany's Indian Online Community and India Portal'.

A space of the ‚second generation‘

- an own space of the ‚second generation‘
- faced with norm of univocal natio-ethno-cultural belongingness
- experiencing multiple natio-ethno-cultural belongingness
- and thus othering and discrimination
- on the *Indernet* the norm
- other norms not challenged

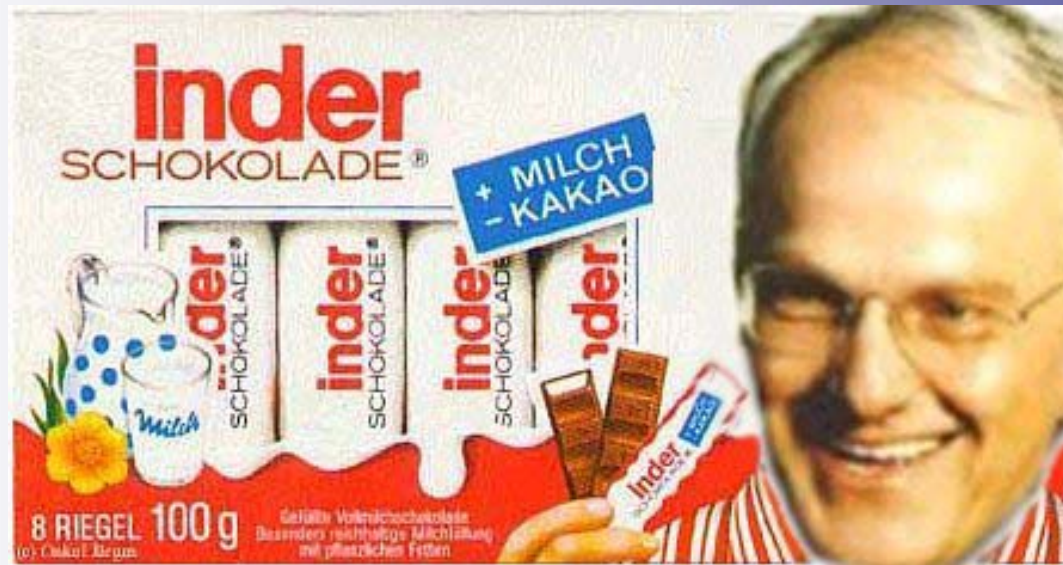
Functions of the own space

- refuge
- exchange among ‚equals‘
- acceptance of belongingness
- positive identification
- information
- helps to deal with experiences in ‚Germany‘

Imagining ‚Indianness‘

- ‚Germanness‘
 - belongingness not accepted
- ‚Indianness‘
 - ascribed identity
 - accepted in Germany
 - developed in Germany
 - in reaction to Germany
 - in German
 - symbol as refuge

Thank you!



More information on www.urmila.de