

Representation of Indian Migrants on Google Doodle: Evidence from India



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Abstract: This paper investigated the peoples of Indian origin who are migrated or settled in different countries and contributing immensely in various aspects of life throughout the world. Their contributions have been recognized by different mediums of communication. One of the most popular and widely accessed medium Google has played a very important role in this regard. The well-known animated feature 'Doodle' of Google has been a recurring phenomenon on the front page of the search engine since 1998. It has celebrated the contribution of famous individuals and cultural events at global platform. The present study deals with the portrayal of Indian migrants by Google Doodles and analyses the news coverage of Doodles by digital news media. The findings of the paper show that the doodles represent the contribution of Indian migrants through its animated feature 'Doodle' and got a good amount of press coverage globally. Since 1998 to 2018 total 46 Indians and 16 People of Indian origin got homage by Google. Through the analysis of the news portals we have concluded that BBC.com is the only news portal that has never published any story related to Doodle but the news portal of Indian Express has given the maximum coverage for Google doodle. Thus, Google doodle has become a vital source of information and honorary tool for referencing contributions of individuals in the present society. It is also an established fact that the global reach of doodle is a significant aspect for the growing importance of doodles. Some of the doodles like Amrita Shergil, Chandrashekhar Subhramanyan, M.F Hussain, Hargovind Khurana, Abdul Sattar Edhi, Fazlur Rehman have reached around 8 to 28 countries Google's home page. The present study has surprised to find that Doodles which are shown in India's Google home page or visa versa, were not displayed in neighbouring countries.

Keywords: Indian, Migrant, contribution, Doodle, News, Identity, Origin, Reach.

I. INTRODUCTION

Communication is an instrument that affects every living being, it is a most crucial aspect of human life and Media is the main source of knowledge and information for them; Presently, uses of Internet has exploded during the last few years, the new communication technology is growing rapidly and digital platform provides many opportunities for news mediums as well for the masses. The news portals on internet plays a key role in grabbing eyeballs of the readers and viewers with the potential of reaching millions.

Now, Google doodle is emerged as an important medium to portray special days, anniversaries and the lives of artists, pioneers and scientists of their respective fields, those who have helped to shape the history on global platform and now slipped under our radar or new generation. The first doodle about India was published on Independence Day and on Holi festival in 2001[1]. In India, we are shocked when Google published its animated feature(Doodle) of 'Rukhma bai Raut' 153rd Birth anniversary on 22 Nov. 2017, Google homepage [2]. Before this doodle appeared on screens across the country, Anandi bai Joshi was generally recognised as the first female doctor of the country. Hence google doodle helped us to discover many eminent Indians in their particular field and reintroducing some of the less known personalities and their contribution. The present study has taken new aspects for the research on Mass media technology and Google. Through the time many Indians have ventured out to different lands for various reasons and interest, like their political and religious matters, homeland-conflicts, many of them went out in search of new opportunities or employment[3]. If we enumerate the characteristics of diasporic formation, it included as migrants, political refugees, alien residents and immigrants. "Migrants term refers to movement of mass-migration or scattered populations who are living outside of their original homeland" [4]. The Indian migrants covers every part of the world [5]. Hence migrants and diaspora of India origin has widely existed community and Internet is only medium of communication that acceded and reached to the largest population of the world, and Google is the one of most used search engine for engaging Indian migrants through internet. Thus, it is important to understand the role of google doodle in representation of Indian migrants and find out the portrayal of Doodle in Indian news portals.

Before we proceed to next step, we understand the reach of Internet and Google:

According to United Nations, 15th meeting of the UN Broadband Commission for Sustainable Development [6], 4.3 billion people have using the Internet and reached to 56 per cent of the global population (See Fig.1.) [8].

Google has handle more than a billion (1,000,000,000) searches every day[7]. According to Net Market Share [7], the global marketing share percentage of google, in context of every year searches, Google have over 93.7%. Share to his credit. Hence, Google's search engine is a powerful tool to reached the audience globally.

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WORLD INTERNET USAGE AND POPULATION STATISTICS MARCH, 2019 - Updated						
World Regions	Population (2019 Est.)	Population % of World	Internet Users 31 Mar 2019	Penetration Rate (% Pop.)	Growth 2000-2019	Internet Users %
Africa	1,320,038,716	17.1 %	492,762,185	37.3 %	10,815 %	11.2 %
Asia	4,241,972,790	55.0 %	2,197,444,783	51.8 %	1,822 %	50.1 %
Europe	829,173,007	10.7 %	719,365,521	86.8 %	584 %	16.4 %
Latin America / Caribbean	658,345,826	8.5 %	444,493,379	67.5 %	2,360 %	10.1 %
Middle East	258,356,867	3.3 %	173,542,069	67.2 %	5,183 %	4.0 %
North America	366,496,802	4.7 %	327,568,127	89.4 %	203 %	7.5 %
Oceania / Australia	41,839,201	0.5 %	28,634,278	68.4 %	276 %	0.7 %
WORLD TOTAL	7,716,223,209	100.0 %	4,383,810,342	56.8 %	1,114 %	100.0 %

Fig. 1 - Internet Statistics-2019.
(Source: www.internetworldstats.com)

II. REVIEW OF LITERATURE

We find clear lack of literature on the topic. Present research paper is a humble attempt to fill these gap in the literature regarding to the Indian, Migrants, Google and Doodle with the support of primary and secondary sources.

III. OBJECTIVES OF THE STUDY

1. To study the concept of Google doodle.
2. To find out the Indian Migrant personalities projected by Google doodle.
3. To assess the global reach of Google doodle in respect to Indian Migrants.
4. To analyse the news portals for the coverage of Google Doodle.
5. To find out the affiliation of their origin published by the famous news portals.

IV. RESEARCH QUESTIONS

1. How many Indian personalities were paid Homage by Google doodle?
2. Does online news media promote Doodle's and does highlighted their origin?
3. What was the global reach of Doodles through Google home page?
4. Is doodle developed as an effective tool for promotion of People on Global platform?

V. METHODOLOGY

Keeping the study objectives in view the, authors adopted both qualitative and quantitative technique by exploring the different aspects of portrayal of Indian migrants on Google Doodle. The research work is analytical in nature.

The content of the research is based on information which is already available and accessible. It included in Google database, web media, news, articles, blogs etc. Therefore the qualitative analysis of the study is based on secondary data. News stories which have been used for content analysis are selected from top 10 Indian news portals. Suitable multivariate techniques was used for data analysis

A. Data Collection:

We used Google database at www.google.com/doodles/ for find out the presentation of Indian migrants and global reach of the Doodle. The study has also selected Top 10 news

portals (2018) by **Alexa ranking**¹ for news coverage Analysis.

The parameters selected for analysis of Google Database are follows:

- Number of Indians
- Number of Indian Migrants
- Nationality (Pre-post)
- Doodle Reach

The parameters selected for analysis of Doodle News are follows:

- Number of News Coverage (using News Portals)
- Source of the news
- Headline
- Sub Headline
- Term used for Doodle personality
- Global Reach

VI. SOME SNAPSHOTS OF DOODLE FROM GOOGLE

1. Doodle of Amrita Shergil²



(Source: Google Doolde)

2. Doodle of Subhramanyam Chandrashekhar



(Source: Google Doodle)

3. Har Govind Khurana

¹ **Alexa** Internet, Inc. is an American company based in California that provides commercial web traffic data and analytics.

² Doodle of Amrita Shergil, Available on <https://www.google.com/doodles/amrita-sher-gils-103rd-birthday>



(Source: Google Doodle)

VII. DATA COLLECTION

To understand the reach, portrayal of the news related to particular Indian Migrants in the context of term used for origin in headline and sub headline, the study has selected and analysed some news portals for coverage of Google doodle Indian Diaspora personalities (Selection of news website based on Top 10 news portals by Alexa ranking.

1) Amrita Shergil

Amrita Sher-Gil was born on 30 January 1913 in India and then move to Hungary with her father. she has been recognised one of the greatest women artists of the early 20th century. Google was published a Doodle about this Indian Hungarian painter to pay tribute her contribution on in the field of art on []. (see **Table I**) indicates out of 10 online news portals seven covered the doodle story and three of them did not mention about the personality. The analysis of news portal with respect to origin affiliation to the personality was Indo-Hungarian to promoting her Origin. Amrita Sher Gil doodle was highlighted in 14 countries Google's home page but not was in Neighbouring countries of India.

Table- I

S.No	News portal	Headline/ Sub Headline of the News and Phrase used for Origin
1	Indiatimes.com	Headline: "Google doodle pays tribute to Amrita Sher-Gil on her 103rd birth anniversary". Phrase used for her Nationality and Origin in news: Indian Hungarian .
2	Ndtv.com	Headline: "Google's Tribute To Acclaimed Artist Amrita Sher-Gil On Her 103rd Birthday". Phrase used for her Nationality and Origin in news : Indian .
3	Indian Express	Headline: "Google celebrates Amrita Sher-Gil's 103rd birthday with 'Three Girls' doodle". Sub headline "Amrita Sher-Gil was a rebellious and adventurous spirit who broke barriers in art and life". Phrase used for her Nationality and Origin in news: Indian
4	Firstpost.com	Headline: "Google doodles to celebrate Amrita Sher-Gil's 103rd birthday". Phrase used for her Nationality and Origin in news: Indian father and Hungarian mother
5	Hindustan times.com	Headline: "Google Doodle pays tribute to famous painter by 'Three Girls'". Sub headline: "Amrita Sher-Gil, one of the most important modernist Indian painters of the 20th century. Search engine Google has paid tributes to the painter with one of her paintings". Phrase used for her Nationality and Origin in

		news: Sikh father and Hungarian mother
6	Zeenews.india.com	Headline: "Amrita Sher-Gil's 103rd birthday: Google Doodle pays tribute to famous painter by 'Three Girls'". Phrase used for her Nationality and Origin in news: Punjabi father and Hungarian mother
7	Indiatoday.intoday.in	No News
8	In.news.yahoo.com	No News
9	Outlookindia.com	Headline: "Google Doodle pays tribute with three girls". Phrase used for her Nationality and Origin in news: Sikh father and Hungarian mother
10	Bbc.co.uk/news/w	No News

2) Subrahmanyam Chandrasekhar

Subrahmanyam Chandrasekhar was born on 19 October 1910 in Lahore, India. He moved to America and spent his professional life in the United States. He was awarded with the Nobel Prize for Physics in 1983 for "Theoretical studies of the physical processes of importance to the structure and evolution of the stars known as The Chandrasekhar limit" [9]. See Table (II) indicate out of 10 online news portals seven gave coverage to the doodle story and three of them ignored the personality. The analysis of news portal with respect to origin affiliated to the Doodle personality was Indian America for promoting his origin. S Chandrasekhar doodle was widely promoted in nearly 28 countries but were not highlighted on Neighbouring countries Google's home page.

Table- II

S.No	News Portal	Headline- sub Headline of the story and Phrases used for Origin
1	Indiatimes.com	Headline: "Google honours astrophysicist Chandrasekhar with doodle". Phrase used for his origin: Indian American
2	Ndtv.com	Headline: "Google Doodle Celebrates Birthday Of 'Star-men' Subrahmanyam Chandrasekhar". Phrase used for his origin: Indian origin
3	Indian Express	Headline: "S Chandrasekhar's birth anniversary celebrated with Google Doodle" Phrase used for his origin: Indian American
4	Firstpost.com	
5	Hindustantimes.com	Headline: "Google honours astrophysicist Subrahmanyam Chandrasekhar with doodle". Phrase used for his origin: Indian American
6	Zeenews.india.com	Headline: "Google celebrates astrophysicist Chandrasekhar's birthday with special doodle". Phrase used for his origin: India born US scientist
7	Indiatoday.intoday.in	Headline: "Why Subrahmanyam Chandrasekhar, the Nobel-winning astrophysicist in Google's Doodle, matters". Phrase used for his origin: Indian American
8	In.news.yahoo.com	Headline: "Astrophysicist S. Chandrasekhar's Life is Being Celebrated With a New Google Doodle". Phrase used for his origin: Indian American
9	Outlookindia.com	No News

10	Bbc.co.uk/news/world/asia/	No News
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3) Pandit Ravi Shankar

Pandit Ravi Shankar's 96th birth anniversary with a Doodle[10]. Pandit Ravi Shankar born on 7 April 1920, was the virtuoso sitar maestro who introduced Indian classical music to the world and inspired the Sixties 'psychedelic' sound through his collaboration with the Beatles.

See Table (III) indicate only 5 online news portals highlighted the doodle story. The Diaspora factor of Pandit Ravi Shankar was not specified by the news-portals but all of them highlighted his Indian origin. The doodle of Pandit Ravi Shankar was also exhibited in 12 countries except neighbours countries Google's home page.

Table- III

S.no	News Website	Headline - sub headline of the story /Term used for Diaspora
1	Indiatimes.com	No News
2	Ndtv.com	Headline: "Google Acknowledges Sitar Virtuoso Pandit Ravi Shankar On His 96th Birthday" Phrase used for his origin: <i>Indian</i>
3	Indian Express	Headline: "Google doodle marks 96th birthday of legendary musician Pandit Ravi Shankar". Phrase used for his origin: <i>Indian</i>
4	Firstpost.com	No News
5	Hindustantimes.com	Headline: "Google doodle on Pt Ravi Shankar on his 96 birth anniversary". Sub Headline: "honour of Shankar's 96th birthday, Google published a doodle whose centrepiece is a sitar". Phrase used for his origin: <i>Born Indian</i>
6	Zeeneews.india.com	Headline: "Google pays tribute to sitar maestro Pandit Ravi Shankar on his 96th birth anniversary!" Phrase used for his origin: <i>Born in India dead in America</i>
7	Indiatoday.intoday.in	Headline: "Pandit Ravi Shankar's 97th birth anniversary: Know more about the sitar maestro" Phrase used for his origin: <i>Indian</i>
8	In.news.yahoo.com	Phrase used for his origin: <i>Indian, dead as American</i>
9	Outlookindia.com	No News
10	Bbc.co.uk/news/world/asia/	No News

4) M.F. Hussain

Google has celebrated M.F Husain's 100th Birthday through dedicated Doodle to him on September 17, 2015 [11]. the doodle reached various parts of the world. Hussain also known as the Picasso of India, when some of his works stirred controversy in India he was moved to London and after some time he got citizenship of Qatar.

Table 4. Reveals that except BBC.co all other news portal gave prominence to the doodle story. The M.F. Hussain Qatri nationality was mentioned in every news coverage. The doodle of M.F. Hussain was exhibited in 9 countries except neighbours countries Google's home page.

Table- IV

S.no	News Website	Headline - sub headline of the story /Term used for Diaspora
1	Indiatimes.com	Headline of the news : "Google doodle on modernist painter MF Husain". Phrase used for his origin: <i>None</i>
2	Ndtv.com	Headline of the news : "Google Vividly Honours MF Husain on His 100th Birthday". Phrase used for his origin: <i>Indian</i>
3	Indian Express	Headline of the news: "Google celebrates MF Husain's 100th birth anniversary with abstract doodle, Husain, often known as India's Picasso, was born in Maharashtra before the country gained independence". Phrase used for his origin: <i>Indian born Qatar national</i>
4	Firstpost.com	Headline of the news: "New Google doodle pays tribute to MF Husain, calls him 'Picasso of India'" Phrase used for his origin: <i>Indian artist with Qatar citizenship</i>
5	Hindustantimes.com	Headline of the news: "Google doodle celebrates MF Husain's 100th birth anniversary". Sub Headline: "Husain died in London on June 2011 at the age of 95 while he was on a self-imposed exile". Phrase used for his origin: <i>Born Indian. (international gypsy)</i>
6	Zeeneews.india.com	Headline of the news: "Google doodle celebrates 'Indian Picasso' MF Husain's 100th birthday". Phrase used for his origin: <i>Indian picaso</i>
7	Indiatoday.intoday.in	Headline of the news : "Google's doodle for artist MF Husain on birth anniversary" Phrase used for his origin: <i>India's art maestro</i>
8	In.news.yahoo.com	Headline of the news : "Google's doodle for artist Husain on birth centenary". Phrase used for his origin: <i>Indian artist with Qatri citizenship</i>
9	Outlookindia.com	Headline of the news : "Google Doodle on 100th Birth Anniversary of M.F. Husain". Phrase used for his origin: <i>Indian artist born in MH</i>
10	Bbc.co.uk/news/world/asia/	No News

5) Coenelia Sorabji

Google has paid tribute first woman lawyer of India Cornelia Sorabji through a dedicated doodle on the occasion of her 151st birth anniversary[12]. The doodle was shows as Cornelia Sorabji in front of Allahabad High Court. Sorabji retired from the high court in 1929, and settled in London, where she passed away on July 6, 1954. Table (V) indicates seven news portals highlighted the doodle story and other had no mention of the personality. The Indian origin and contribution of Cornelia Sorabji was given prominence in all published stories. The doodle was only exhibited in India.

Table- V

S.no	News Website	Headline and Sub Headline of the News
1	Indiatimes.com	Headline of the News : "Google Doodle honours Cornelia Sorabji, India's first female advocate. Sub Headline: Google today celebrated the. Phrase <i>used for origin: Indian</i>
2	Ndtv.com	Headline of the News : Google Doodle Celebrates 151st Birthday Of India's First Female Advocate Cornelia Sorabj Phrase <i>used for origin: Indian</i>

3	Indian Express	Headline of the News: "Cornelia Sorabji, India's first woman lawyer, gets a Google Doodle on her 151st birthday". Phrase used for origin: <i>Indian</i>
4	Firstpost.com	Headline of the News : "Google marks India's first female lawyer's 151st birthday" Term used for her origin: <i>Indian</i>
5	Hindustantimes.com	Headline of the News: "Google Doodle celebrates 151st birthday of Cornelia Sorabji, India's first woman lawyer" Sub Headline: "Cornelia Sorabji was also the first woman to read law at Oxford University and the first Indian national to study at any British university". Phrase used for origin: <i>Indian</i>
6	Zeene.ws.india.com	No News
7	Indiatoday.in	Headline of the News: "Who is Cornelia Sorabji? Why is there a Google Doodle in her memory?" Term used for her origin: <i>Indian</i>
8	In.news.yahoo.com	-
9	Outlookindia.com	Headline of the News: "Google marks India's first female lawyer's 151st birthday". Phrase used for her origin: <i>Indian</i>
10	Bbc.co.uk/news/world/asia/	No News

6) Har Gobind Khorana

Dr Har Govind Khorana was born in 9 January 1922. He moved from India to United States in 1966. He got Nobel Prize for Physiology and the National Medal of Science in 1987[12]. (See **Table 6**) reveals that except BBC.co, all other selected news portal gave prominence to the doodle story. Har Gobind Khorana was affiliated as Indian American by all the portals news coverage. The doodle exhibited in 13 countries including India but not was in any Neighbouring countries Google's Home page.

Table- VI

S.no	News Website	Headline and Sub Headline of the News
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7) Fazlur Rahman Khan

Fazlur Rahman Khan was born in April 1929, Bengal, India(now Bangladesh) Google has celebrated the 88th birthday anniversary of structural engineer. He is best known for designing Chicago's Sears Tower[12]. he is recognised for his pioneering work in skyscraper design and known to be the "father of tubular designs" for high-rises.

Table (VII) reveals that only Indian Express and India Today carried a story on Fazlur Rahman and other had no mention of the personality. The British India origins of Fazlur Rahmans were given prominence. The doodle was strikingly exhibited in 13 countries (Columbia, US, Cuba, UK, Iceland, Portugal, Ireland ,Greece, Sweden, Ukraine, Belarus, Japan, Bangladesh) but not in India.

e		
1	Indiatimes.com	Headline of the News : "Har Gobind Khorana: 7 things you need to know about this DNA researcher". Sub Headline: "Google today celebrated the 96th birth anniversary of Indian-American Nobel prize-winning biochemist Har Gobind Khorana with a doodle. Phrase Used for Diaspora Indian Man
2	Ndtv.com	Headline of the News : "Google Doodle Honours Har Gobind Khorana On His 96th Birth Anniversary". Sub Headline: "Dr Khorana became a naturalized citizen of the United States in 1966, and subsequently received the National Medal of Science". Phrase Used for Diaspora Indian American
3	Indian Express	Headline of the News : "Har Gobind Khorana's work honoured with Google Doodle on his 96th birthday". Sub Headline: "Google Doodle: Har Gobind Khorana was awarded Nobel Prize for Medicine with Marshall W. Nirenberg and Robert W. Holley in 1968". Phrase Used for Diaspora Indian American
4	Firstpost.com	Headline of the News : Har Gobind Khorana, Nobel-prize winning biochemist, remembered on 96th birth anniversary with Google Doodle Phrase Used for Diaspora Indian American
5	Hindustantimes.com	Headline of the News : "Google Doodle celebrates Har Gobind Khorana's 96th birthday". Sub Headline: "Search engine giant Google on Tuesday paid homage to Indian-American Nobel Prize-winning biochemist Har Gobind Khorana through a colourful doodle on his 96th birth anniversary". Phrase Used for Diaspora Indian American
6	Zeene.ws.india.com	Headline of the News : "Google Doodle salutes Nobel laureate Har Gobind Khorana on his 96th birth anniversary" Phrase Used for Diaspora Indian American
7	Indiatoday.in	
8	In.news.yahoo.com	
9	Outlookindia.com	Headline of the News : "Google honours Nobel laureate Har Gobind Khorana with a doodle". Term Used for Diaspora Indian American
10	Bbc.co.uk/news/world/asia/	-

Table- VII

S.no	News Website	Term used for Diaspora
1	Indiatimes.com	
2	Ndtv.com	
3	Indian Express	Headline of the News: "Who is Fazlur Rahman Khan"? Here's why "Google is celebrating his 88th birthday with a doodle". Sub Headline: S"tructural engineer Fazlur R Khan from erstwhile East Bengal (now Bangladesh) is best known for designing Chicago's Sears Tower". Phrase Used for his origin: East Bengal, British India, (Bangala -American)
4	Firstpost.com	
5	Hindustantimes.com	

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6	Zeenews.india.com	
7	Indiatoday.intoday.in	“Google Doodle celebrates birth anniversary of Fazlur Rahman Khan: Know more about the father of skyscrapers”. Phrase <i>Used for his Origin:</i> Bangladesh American
8	In.news.yahoo.com	
9	Outlook.india.com	
10	Bbc.co.uk/news	-

8) Abdul Sattar Edhi

Google was celebrated humanitarian activist Abdul Sattar Edhi birthday on 2016. He was born in Gujarat, India in 1928 and migrated to Pakistan in 1947[12]. He founded the “Edhi Foundation, which runs the world's largest volunteer ambulance network, along with homeless shelters, animal shelter, rehab centres, and orphanages across Pakistan”.

Table:09 reveals that there was no story about Edhi contribution in any Indian Newspaper but so many news portals of different countries highlighted the story about his Doodle. hence his origins were not discussed. the doodle was strikingly exhibited in 13 countries (United states, United Kingdom, Ireland, ,Iceland , Portugal, Sweden, Denmark, , Greece, Estonia, south Korea, Japan, Pakistan, Australia, New Zealand) but not was in India.

Table- VIII

S. No	News Website/News about Doodle
	In India, There was no news Story about Abdul Sattar Edhi Doodle in any top 10 News website .

9) Noor Jehan

Noor Jehan was born in Allah Rakhi Wasi, India on 21 September 1925. also known as “Malika-e-Tarannum, the queen of melody” she was migrated to Pakistan in 1947[12]. Her career spanned more than six decades (1930s–1990s). “She was renowned as one of the greatest and most influential singers of all time especially throughout South Asia. She was popular in both countries but

Table10 shows that, In India, there was no News about Noor Jehan’s doodle, it was appeared only on Pak Google’s home page.

Table- IX

S. No	News Website/News about Doodle
	There is no news story about Noor Jehan Doodle in any top 10 websites of India .

10) Syed Sadequain Ahmed Naqvi

Syed Sadequain was born on June 30, 1923 in Amroha in Uttar Pradesh, He was Islamic calligrapher and muralist honoured by Google on his 87th birthday with a doodle. After graduating from Agra University in 1948 Sadequain went on to live in Pakistan and became one of its most celebrated artists of world renown. Table (X) reveals that only Indian Express carried a story on Sadequain and other had no mention of the personality. The Indian origins of

Sadequain were mention by Indian Express. The doodle was strikingly exhibited in 13 countries but not in India.

Table- X

S. No	News Website	Keys words of News Analysis
1	Indiatimes.com	No News
2	Ndtv.com	No News
3	Indian Express	Headline of the News : “Google honours Sadequain on 87th birth anniversary with doodle” Sub Headline : “Sadequain’s prolific works still adorn walls of public buildings in Pakistan and India”. Phrase Used for his Nationality and Origin in news: <i>Born in UP India, migrated to Pak</i>
4	Firstpost.com	No news
5	Hindustan times.com	No news
6	Zeenews.india.com	No news
7	Indiatoday.intoday.in	No news
8	In.news.yahoo.com	No news
9	Outlookindia.com	No news
10	Bbc.co.uk	No news

11) Humayun Ahmed

Table (XI) shows that there was no news about Humayun Ahmad in Indian news portals and the doodle appeared only on Bangladesh home page.

Table- XI

S. No	News Website/News about Doodle
	In India, There is no news or Story about Humayun Ahmed Doodle in top 10 News portals.

12) Feroza Begum

Doodle celebrated the Contribution of Bangladeshi singer Feroza Begum on 28 July 2018. She was Born in a Muslim family in 1930 and became a student of Kazi Nazrul Islam, a Indian poet who eventually went on to be the national poet of Bangladesh[12].

Table 12: shows that there was no news about Feroza Begum in selected Indian news portals and the doodle appeared only on Bangladesh home page.

Table- XII

S. No	News Website/News about Doodle
	In India, There is no news or Story about Feroza Begum Doodle in any top 10 News portals.

13) Fatima Surayya Bajia

Fatima Surayya Bajia was born in 1930 in Hyderabad Deccan, India. She was award-winning author and dramatist who wrote plays and adapted classic Urdu novels for Pakistani radio and television[12].

Table 13: shows that there was no news about Fatima Surayya Bajia in selected Indian news portals and the doodle appeared only on Bangladesh home page.

Table- XIII

S. No	News Website/News about Doodle
	In India, There is no news or Story about Feroza Begum Doodle in top 10 News portals.

14) Shamsur Rahman

He was Born in Dacca, India, (now Dhaka, Bangladesh) in 1929, Rahman was a poet, journalist, columnist, and advocate for human rights and democracy[12].

Table 14: shows that there was no news about Shamsur Rahman in selected Indian news portals and the doodle appeared only on Bangladesh home page.

Table- XIV

S. No	News Website/News about Doodle
	There is no news or Story about Shamsur Rahman's Doodle in top 10 News portals of India.

15) Mehdi Hassan

Mehdi Hassan was born in Rajasthan on 1927, and migrated to the newly partitioned nation of Pakistan in 1947. his father and uncle were accomplished vocalists from whom he learned India's classical 'dhrupad and khyal' music[12]. He was famous in both countries but Table XV shows that there was no news about Mehdi Hassan in selected Indian news portals because the doodle appeared only on Pakistani Google's home page.

Table- XV

S. No	News Website/News about Doodle
	There is no news or Story Mehdi Hassan Doodle in top 10 News portals of India.

16) Hanif Mohammad

He was born in Junagadh, India in 1934, his family had migrated from Gujarat after partition, Hanif Mohammad, also known as "The Original Little Master".Table (XVI) shows that there was no news about Hanif Mohammad in selected Indian news portals and the doodle appeared only on Bangladesh home page.

Table- XVI

S. No	News Website/News about Doodle
	In India, There is no news or Story Humanyun ahmed Doodle in top 10 News portals.

VIII. FINDINGS OF THE STUDY

Total 45 Indian personalities appeared as doodle over the eighteen years (2000-2018), (www.google.com/doodles) and 16 Indian Migrants (Born in India) personalities who were projected by Google doodle. See, table (XVII) listed below:

Table (XVII): Migrants Indian who were projected by Google doodle

S. No.	Name of the Personality	Doodle reach as Google homepage (in Countries)
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1.	Amrita Shergil	India+ 13 Countries (Except Neighbouring Countries)
2.	Subramanian Chandrashekhar	India+ 27 Countries (Except Neighbouring Countries)
3.	Pandit RaviShankar	India+ 11 Countries (Except Neighbouring Countries)
4.	M.F Husain	India+ 08 Countries (Except Neighbouring Countries)
5.	Comelia Sorabji	India Only
6.	Noor Jehan	Pakistan Only
7.	Har Gobind Khorana	India+ 12 Countries (Except Neighbouring Countries)
8.	Syed Sadequain Ahmed Naqvi	Pakistan + 12 Countries (Except India)
9.	Fazlur Rahman Khan	Pakistan + 12 Countries (Except India)
10.	Abdul Sattar Edhi	Pakistan + 12 Countries (Except India)
11.	Humanyu Ahemad	Pakistan Only
12.	Feroza Begum	Bangladesh Only
13.	Fatima Surayya Bajia	Pakistan Only
14.	Shamsur Rahman	Bangladesh Only
15.	Mehdi Hassan	Pakistan Only
16.	Hanif Mohammad	Pakistan Only

As per findings (see Table: 17, Figure: 3) *Indian Express* has given *maximum coverage* to the personalities displayed by Google Doodle. Only Seven personalities Abdul Sattar Edhi, Noor Jehan, Humayun Ahmed, Feroza Begum, Fatima Surayya Bajia, Shamsur Rahman, Mehdi Hassan, Hanif Mohammad were not mentioned in any of the Indian News portal and not shown on Google India Home page. Although The Migrant Indians who were migrated before 1947 to neighbouring or another countries are not displayed in Indian homepage.

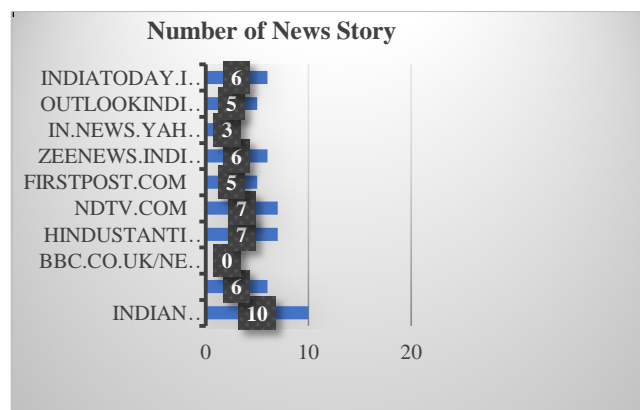


Fig. 5. Total coverage given by News portals about Doodles of Indian Migrants

BBC.co (British Broadcast corporation) was the only news portal that *never published* a doodle story. *Yahoo.co.in* has also *ignored* maximum doodle stories as it has been the competitor of Google. It was noted that the *current nationality* and *post Indian Independence* nationality was given more *prominence* in the news stories. It is also established that google Doodle used as a tool of referencing and honouring instrument for the Civil Society.

One of the striking facts about doodle is that all those personalities who were shown through doodle in India were are not displayed in neighbouring countries (China, Bhutan, Myanmar, Pakistan, Bangladesh, Sri Lanka) Google's home page and vice-versa (See, Table. XVII) for unknown reason even though the personalities are well known in India, Pakistan and Bangladesh. Most of the Headlines and sub headlines of the news portal starting with 'know more about, who is, why doodle celebrated the personality', so we concluded that doodle is established as a tool of remembering personalities and their contribution. The other important finding was that the many of Indian doodle reach has completely ignored in, Gulf countries and China.

IX. CONCLUSION

The study has established the facts that doodle is one of the most, infect only medium which portrays and highlights the immense contribution of People of Indian Origin. It has become and vital source of information regarding the contribution and achievements of forgotten legends of India. It is interesting to find that Google has portrayed 46 Indians through doodle in the last eighteen years. Apart from these 46 Indians, 16 Peoples of Indian origin have also been portrayed in Google doodles.

The study also analysed ten famous news portals to know the publication of news related to Indian Migrants and it was found that the maximum coverage in this regard had been given by the Indian express followed by NDTV and Hindustan Times. At the same time it was very surprising to find that the internationally famous British Broadcast Corporation (BBC) didn't cover any news related to the doodles of Indian migrants. The study also proved that the information shared through doodle is being used as reference at global level.

One of the most striking findings of this study is the denial of the portrayal of the People of Indian origin through Google doodle in the neighbouring countries, especially in China, Pakistan, Bangladesh, Sri Lanka and some gulf countries. So the present study raised a question that this denial of representation of Indian Migrants doodle on border states Google's home page is an intentional or unintentional attempt? This question will paved the way of further research in this field.

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