MNMP012

MA Journalism and Digital Media
(MAJDM/MAJDMOL)

INTERNET RESEARCH PROJECT

School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi—110068

COURSE COORDINATOR

Prof. K.S. Arul Selvan
Professor & Programme Coordinator
School of Journalism and New Media Studies
IGNOU, New Delhi
ksarul@ignou.ac.in

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Manual for Internet Research Project (MNMP012)

for the project of

MA Journalism and Digital Media (MAJDM)

This Handbook has been prepared to help you do the Internet Research Project (MNMP012) by familiarising you with its various aspects. Go through the Handbook before you begin work on this course. This Handbook has three sections. The *first section* provides general information about the Internet Research Project (MNMP012); the *second part* details the different stages of the MNMP012. The *third part* submission of your portfolio as part of the MNMP012.

- **Internet Research Project**
- **Stages of MNMP012**
- **Submissions & Annexures**

MNMP012 - INTERNET RESEARCH PROJECT

Introduction:

This Course's primary purpose is to enable the learners to develop their Research Proposal, based on which the Project Report work will be completed. This Course is a project-based one; the evaluation will be based on the completion of project activities that must be submitted to the University.

Mode of Delivery: The entire Project is carried out through online activities facilitated through an online platform. All the registered students of MAJDM are invited to join the Learning Management System of MNMP012 - https://medialit.in/netpro/login/signup.php

OR

You may submit your proposal to your Regional Cente or Study Center and collect the approval level for your proposal from the respective centes.

For any clarifications, learners are advised to contact the Programme/Course Coordinator (contact details are available on page 2 of this Handbook).

SCHEDULE OF PROJECT ACTIVITIES

The entire Course consists of various activities. That needs to be completed in sequential order over the period. Once a student completes all the required activities, the final completed project report needs to be submitted to the Project Section, SED, IGNOU, Maidan Garhi, New Delhi 110068. The evaluation of Project Reports will be carried out during the June/December Term End Examinations.

Identification of Supervisor:

It is mandatory to work with a supervisor on your Project. The learners should identify a Supervisor at the beginning of the Course activities. Refer to page number 17 for the eligibility criteria for a Supervisor to guide the MAJDM Project work.

There are two Tracks of MNMP012:

1. Track A - The proposal will be submitted for approval from SOJNMS through the portal, and an independent research project will be forwarded to the Project Section, SED, IGNOU.

2. Track B - Systematic Review, in which students need to identify 40 documents and compile a report based on these documents.

   (Students need to select either Track A or Track B. No need to do both for MNMP012)

TRACK A

Activities for MNMP012

Sequence of Stages	Nature of Assignment	Expected Outcome	Word Limit
Stage 1	Identification of a Research Area Reference: Units 1 & 2 of MNM-031	Write about the significance and relevance of the topic	800 words
Stage 2	Concept Note on the Research Area ReferenceUnitsit 1 & 2 of MNM-031	A detailed description of the chosen topic	800 + 800
Stage 3	Mind Mapping	Use a graphical representation of the identification of associated keywords (a minimum of 8-10 keywords).	350
Stage 4	Prisma Chart	Identification of exclusion and inclusion criteria for Article search/selection.	350
Stage 5	Review of Literature Reference: Unit 5 of MNM-031	Identification of 20 Research articles, preferably from peer-reviewed journals. Write a brief review of each Article (100 words for each Article)	2000
Stage 6	Identification of Research Trends in the Chosen Research Areas Reference: Unit 3 of MNM-031	Based On Week 5 Review, Write About the Prominent Theoretical Frameworks, Statement of Problems, Methodological Design and Significant Findings.	800
Stage 7	Identification of the Research Problem Reference: Unit 3 of MNM-031	Write About the Aims of Your Study (Minimum of 3 Aims) Write About the Objectives of Your Research (Minimum of 6 Objectives)	800
Stage 8	Identification and Development of Data Collection Tools Reference: Unit 6 of MNM-031	Developing Your Data Collection Tools / Adopting a Tool	800

Part I: FORMULATION OF THE PROJECT PROPOSAL

Your proposal outlines what you intend to do and how you plan to approach it. The first step in formulating a project proposal is to identify a suitable theme for the project work. You can finally decide on your project title by specifying the central theme, period, and locational dimension. To the extent possible, narrow down the title.

Think carefully and discuss with your Supervisor before selecting a topic for your Project. Some of the issues that can help you choose the theme for your project work are given on the following two pages:

The topics are broad themes that may be suitably amended by specifying particular aspects, time and locational dimensions.

Please understand that the themes listed in the next two pages are by no means an exhaustive list of themes on which you can write your Project. This is an illustrative list; you can certainly go beyond it or make necessary modifications to these themes to suit your local needs.

In short, identifying your theme is directly linked to

- Your inclination towards a particular area of study and
- Your working aptitude in pursuing that Project.

The Project Proposal must include the following:

- Title of the Project;
- Objectives of your Study;
- Issues/Questions to be raised;
- The kind of data/information required to be gathered.
- Hypothesis, if any, formulated;
- Research Methodology; and
- Expected Outcomes.

You should choose an area that is to your liking and on which you should sustain your interest. You must be familiar with the geographical location you wish to base your topic on. It should be easily accessible to you. You should write objectives to specify the steps in undertaking the project work. The objectives may range from two to four in number. The methodology should identify the logical steps of the enquiry, the specific data/information to be gathered, the data collection method, and the statistical/econometric or qualitative tools to analyse the data. Consistency should be evident in the questions/issues raised, objectives stated, the hypothesis formulated (if applicable), and the methodology specified in the project proposal. The size of the project proposal may vary depending on the topic.

BRIEF DESCRIPTION OF SEQUENTIAL STAGES

STAGE 1: Identification of Research Area:

To start your research work, as a first step, you need to identify the research area - preferably from the following list:

3. Online/Virtual Communities
4. ICT for Development
5. The intersection of Gender, Caste, Groups, Communities and Technology
6. Internet/Online/Digital Media and Social Movements
7. Political and Creative Economies of Streaming Media
8. Digital labour, crowdsourcing and co-creation
9. Politics of Platforms
    a. Online/Digital Media
    b. Social Media
10. New Digital Intermediaries and Society
    a. Artificial Intelligence
    b. Augmented Reality
    c. Algorithms and Automation
11. Media Audience
    a. Changing Role of the Audience
    b. Measuring Audience
    c. Transnational Audiences
    d. The commodification of the Audience
12. Law/Policies of Digital Media/Internet
    a. Privacy Issues and Copyright
    b. Internet Governance
    c. National and International ICT Policies
    d. Network Neutrality
    e. Comparative Analysis of Digital Media Policy Systems
13. Alternative [Digital] Media
    a. Online Activism
    b. Community Informatics

14. Digital Media and Gender
    a. Gender Online Representation
    b. Digital Media and Gender Equality
    c. Digital Media and Marginalised Sexuality
    d. ICT and Women's Empowerment
    e. Gender Digital Inequality

15. Internet Histories

16. Media Law and Ethics
    a. Human Rights and Digital Media
    b. Social Media and Social Movements
    c. Targeted Advertising
    d. Power, Media Policy and Regulation

17. Digital Media and Education

18. Participatory Communication

19. Media and Information Literacy
    a. Media Health Literacy
    b. Digital Literacy and Education
    c. Digital Inequality
    d. MIL, Empowerment and SDGs
    e. Representations and Media Systems
    f. Digital Media and Children

20. Environmental Activism and Digital Media

21. eHealth Communication
    a. Digital Divide and Health Communication
    b. The Portrayal of Health Issues
    c. Fake News and Health Communication
    d. eHealth Campaigns
    e. Health Online Journalism

22. Digital Religion

23. ***Interdisciplinary Approaches - combining any two areas or sub-themes from 1-20 of the above list.***

The outcome of Stage 1: Write a brief description of your chosen Research Area (800 words) - its relevance and significance for you to undertake your research topic. This stage's assignment carries five marks to understand the basics of research work, with a particular focus on Digital Media; refer to Units 1 and 2 of MNM015.

Stage 2: Concept Note on the Research Area:

Once the topic is selected from the list, you need to develop a concept note on your chosen topic.

Three broad areas need to be stated in the concept note:

1. ***Background Statement***: It includes the overall context of the given topic/area and its scenario in the Indian context. It should quote a few authentic resources to substantiate the context while explaining it. [400 words]

2. ***Rationale and Significance***: Here, the learners need to incorporate the writings of Stage 1. [800 words]

3. ***Justification of the Study***: In this segment, learners need to give two crucial pieces of information: [a] why this topic is essential to undertake as a research study; [b] where this study is based (location). [400 words]

Stage 3: Mind mapping:

Continuing to stage 2, based on the initial understanding of the chosen topic, further research into the literature is needed to gain a detailed understanding. To search relevant literature, you should identify all subtopics attached to/associated with your research area. Mind mapping is a useful tool for determining your research subtopics.

A mind map is a diagram used to represent concepts, ideas, tasks or other items linked to a central theme. The main theme is often illustrated with a graphical image in a mind map—a quick recap of the mind map from MNM012.

You must ensure that all your resources are in one place after writing your concept note. While researching your literature, read quickly through the literature at hand, and use a highlighter to indicate the literature you think you can use in your research proposal.

You could also make notes as you go along. Keeping notes will enable you to be specific, track, and manipulate what you have read. It is beneficial to focus on gathering information at this stage; wait until later to determine whether it is valuable and vital.

Another essential technique, apart from note-making, is exploring ideas, information and arguments through a mind map. The mind map is primarily visual. You construct the visual display that arranges your data in a hierarchical structure as you think of ideas and information. In this way, you can see each idea's relative importance and relationship to other ideas.

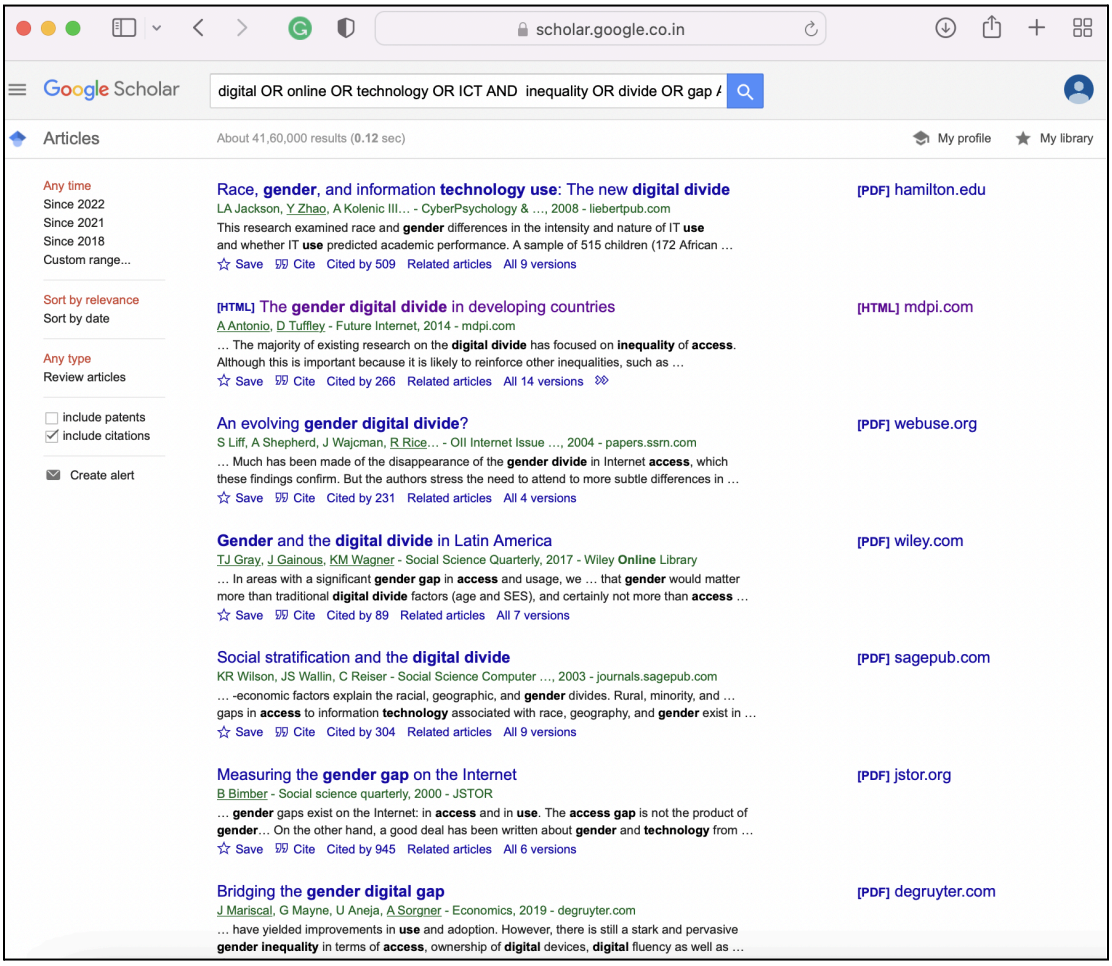
Based on how you have developed your mind map, write a 350-word write-up for this stage.

Stage 4: PRISMA Chart

Based on the set of keywords generated through mind mapping exercises from Stage 3, you now need to start searching for relevant literature. To reap the benefits of Information and Communication Technology-based services, at the first stage, you need to develop a list of keywords to search for relevant information and research articles/literature. For example, based on week three, the mind mapping exercise, find a sample string of keywords:

digital OR online OR technology OR ICT AND inequality OR divide OR gap AND access OR use OR participation OR opportunities AND gender OR male OR female OR "third gender."

Wherever you have two words, use double quotation marks to combine these two words into one keyword. In the above example, you can notice that climate change is being converted into a single word by using double quotation marks = "third gender."



With this keyword string, you may go to any research databases available to you to search relevant literature. You may avail of IGNOU's remote access facilities

[http://ignou.ac.in/userfiles/Registration%20form%20for%20student.pdf]. Secondly, you may use the http://scholar.google.com website, using your keyword strings in these research databases. The above keyword string from the Scholar Google website is below:

The above keyword string will work with any database. The use of OR and AND and double quotation marks will function as limitation factors, through which databases will give you more relevant data. Based on your needs, you may identify the required literature and manually collect it until you have gathered the necessary data. You can fine-tune the keyword string with more relevant keywords.

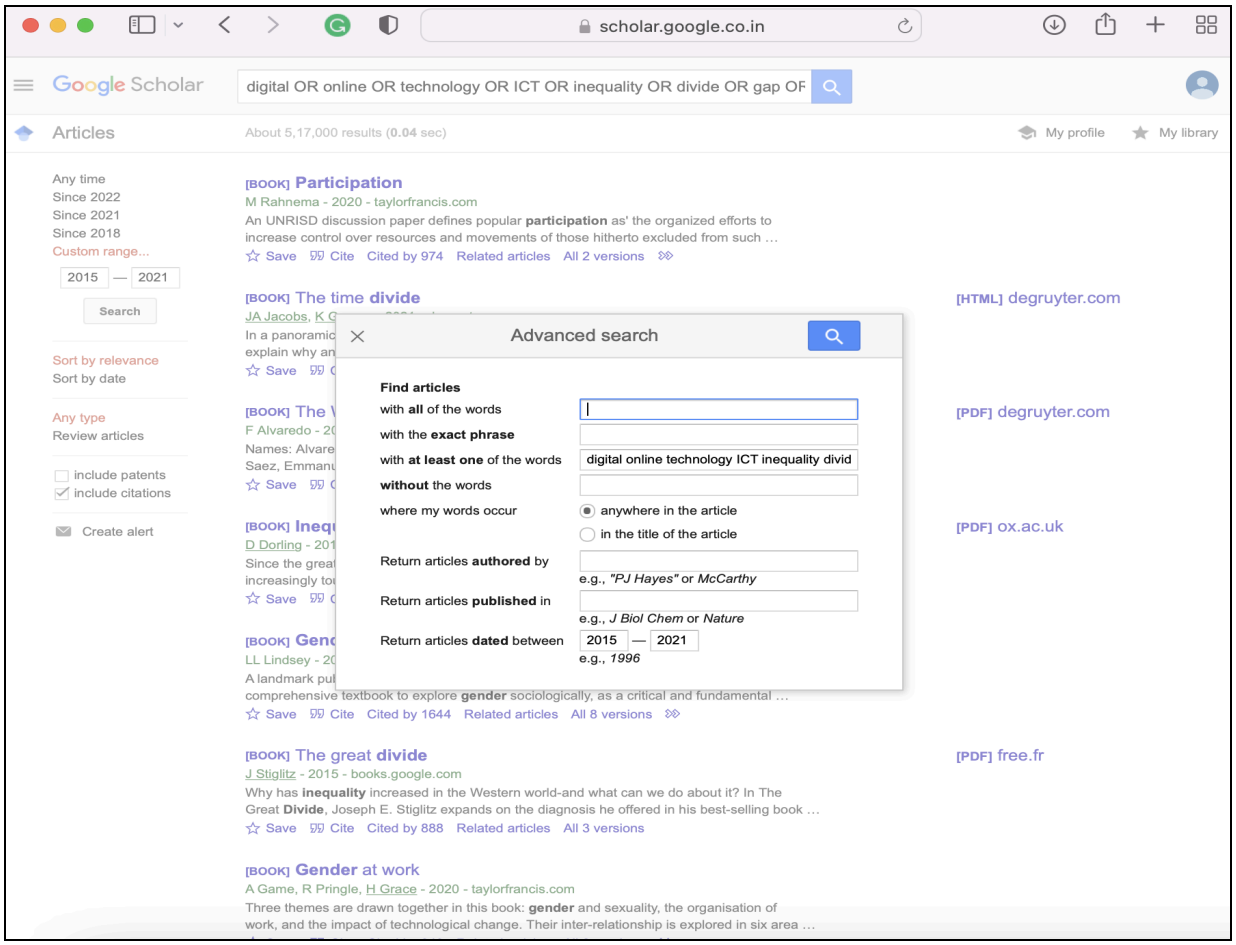
While doing your literature search, you may restrict the research results in terms of the year (2016 onwards or similar custom period), full-access only contents, articles that appeared in the research journals, and, thus, you can eliminate certain documents.

In this way, you can reduce the vast majority of research articles' results to the most relevant ones for your research topic. The above process will give you inclusion and exclusion criteria for further research. Based on your inclusion and exclusion criteria, you need to draw a chart depicting the process by which you have arrived at a certain number of articles and literature used for your research work.

Suggestive Procedure for Literature Collection:

- Round 1: Read Abstracts and Keywords of the shortlisted literature with the help of the strings of keywords
- Round 2: Find more keywords from the Articles, which might be more relevant to your Objectives
- Round 3: Refine your keywords based on the collected literature, search for them again with new keywords, and download the relevant literature.
- Round 4: Read the newly downloaded abstracts and keywords and check their relevance
- Note the number of literature shortlisted and removed based on the abstract and keywords.
- Prepare the list of final shortlisted literature. Go through this list of literature carefully and explore any new keywords as per your objectives.
- Note the number of literature shortlisted and removed based on full-paper, inclusion and exclusion criteria.
- Segregate your 20 shortlisted articles as per your objectives.

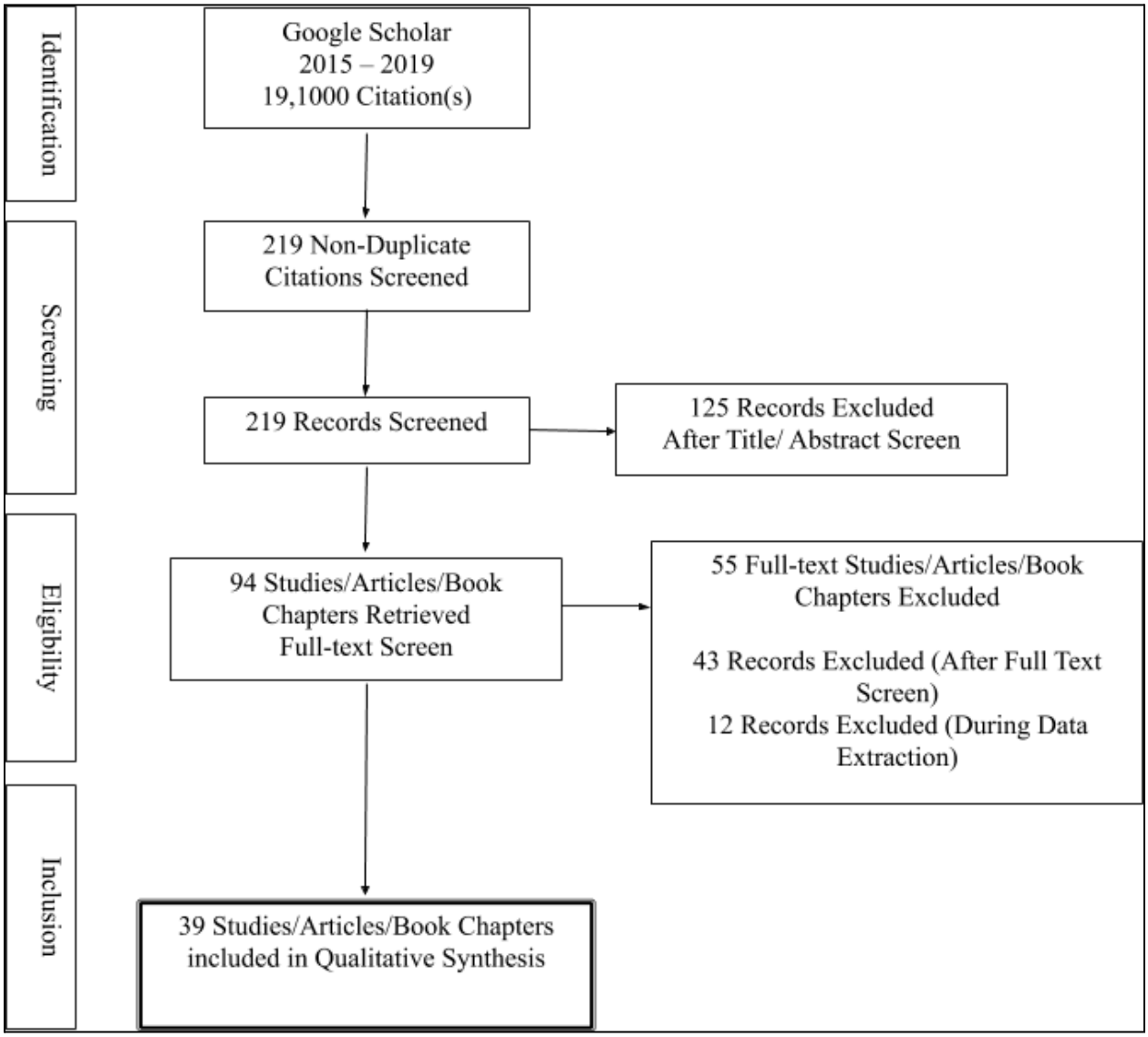
You need to create a PRISMA chart based on the steps followed while finalising your literature. Starting from the earliest stages, add the number of research results you got. Then apply relevant exclusion criteria. For each exclusion criterion, your results automatically narrow, and ultimately, this leads to your final list of literature.



Based on the above keyword strings and steps specified, the following PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) chart is prepared for your better understanding.

You can create a PRISMA chart using R using the following code. Feel free to modify the numbers according to your actual results from the search outputs.

```
install.packages ("PRISMA statement")
library(PRISMA statement)
prisma(found = 750,
      found_other = 123,
      no_dupes = 776,
      screened = 776,
      screen_exclusions = 13,
      full_text = 763,
      full_text_exclusions = 17,
      qualitative = 746,
      quantitative = 319,
      width = 800, height = 800)
```



Along with the PRISMA chart, submit the bibliographical details of the final list of articles finalised for your study during this week's activities.

Stage 5: Review of Literature

Refer to and read Unit 5 of MNM030 - Review of Literature for better clarity. Through this Unit, you will understand the purpose and method by reviewing the literature that needs to be carried out. Find a brief about the techniques and relevance of the Review of Literature (citing from Unit 5 of MNM015):

Review of Literature helps you to:

- **Refine your ideas and concepts for the** research proposal/Project Report. The usefulness of this point can be understood in much more precise terms by reading a quote from Brennen (2013): "Literature review should not only give readers an understanding of what research has been done in this area but also describe how the new research project fits into the broader field of study and why it is important to pursue the study."

- **Select an appropriate theoretical framework and research method.** The literature review helps in selecting an appropriate theoretical framework and research methods. The theoretical framework links a study with the larger body of work undertaken in a specific area and helps focus and guide your inquiry. Similarly, you can learn from the strong points of previous research - the type of research approach used (qualitative, quantitative or mixed-method), research methods, tools, and techniques. A critical assessment of other scholars' research methodology will help you select suitable tools and strategies for your research objectives.

- **Identifying practical problems** - scrutinising this literature helps you find a research problem and fine-tune your research. A research problem seeks to provide new information and knowledge that is not currently available or is available only at a negligible level. The critical assessment of the literature review will help you identify this gap, thereby facilitating the formulation of research problem(s).

- **Sharpen research objectives** - With the research problem identified, the available literature helps you design and refine your research objectives effectively for your research proposal. The findings of other studies help you formulate your research questions/hypotheses, an essential element of the research design/proposal development. More specifically, it allows you to define and delineate the boundaries of your study area.

Based on your understanding of the process and techniques of Review of Literature, in Stage 5, you need to write a review for each of your shortlisted articles. For research proposal development, you need to collect 20 (twenty) research articles from reliable sources (preferably from UGC care list/peer-reviewed journals). Write a review of each item with a minimum of 100 words. The end of this exercise will produce a 2000-word collection of reviews.

<u>Stage 6: Identification of research trends in the chosen research areas</u>

With the collection of your reviews of shortlisted articles, the next step is to arrange these reviews logically to overview the trends in your chosen area of study. According to Priest (2010), "Putting the existing literature together in summary form, showing how it related to a new problem (or a new interpretation of an old one) and identifying gaps and opportunities in the development search record is both demanding and creative." For these purposes, you need to organise your reviews into any two of the following four broad categories:

Chronological: In this format, you arrange your reviews from the earliest published studies to the more recent ones. The emphasis here is on the progression of work in a given area over time. In this manner, you will notice the emerging trends in the given topic/area.

Thematic: All your reviews and articles form a collection of themes, issues, and concepts. These emergent themes will have to be refined and merged for analysis.

Methodological: The studies may also be organised by theoretical frameworks, methods, materials used, and key variables investigated. You may manage reviews in qualitative, quantitative, and mixed-methods research. This will enable you to assess their methodological strengths and weaknesses and reveal how research practices differ across groups, times and settings.

Area-wise: Materials can also be classified based on the origin of the studies - from developing countries, developed countries, Eastern Europe or CIS, or Studies in India. Such categorisation can trace emergent trends from a specific geopolitical area for analysis.

You can select another method the arrange your reviews. For example, organise the studies by theme, then include them chronologically, starting with the earliest and proceeding to the latest. You should give each theme a sub-head, and within that, you may proceed chronologically. The bottom line is that there should be some rationale for placing the studies under a broad heading. A thread should run throughout the entire review, linking the various studies to reveal emergent patterns and trends.

For Stage 6, you need to find out the emerging research trends in your chosen field under three categories: thematically emerging trends, emerging trends in theoretical frameworks, and methodological approaches. Explain all these trends in an 800-word write-up. You need to identify two trends in each of these three categories. If your literature does not provide enough indications, you may enlarge the literature by going back to Stage 3 and collecting more literature.

Stage 7: Identifying a research problem

Observe the emerging trends in your literature and identify the research gap. These trends can be identified in the thematic sections and help determine the significant outcomes of the literature you have collected. You may synthesise the major trends with your overall contextual frameworks, which will further refine your research problems. Once you have identified your research problem, you need to write your research study's aims and objectives. Write a minimum of three aims and corresponding objectives for each aim. Objectives can be one or more for each aim. The word limit for this exercise is 800.

Stage 8: Identification/development of data collection tools

Based on your research aims and objectives, you need to devise the appropriate data collection tools. More importantly, you need to plan how to collect the data, identify the potential sources you will tap into, and establish a time frame for data collection. By answering these questions, your research design will be ready.

Track B — Systematic Review Option: Step-by-step Guidelines

Introduction

Track B of the MNMP012 Internet Research Project provides students with the opportunity to undertake a systematic review rather than a primary research study. Students will identify, appraise, synthesise, and report on forty (40) documents related to a focused topic in Media and Information Literacy (MIL). The outcome of this work will contribute to the MIL Repository, strengthening collective resources for research and practice.

This pathway is ideal for students who prefer to work with existing literature, who wish to strengthen their research synthesis skills, and who are committed to developing a rigorous evidence base for understanding MIL concepts and practices.

Objectives of Track B

By the end of this project, students will be able to:

1. Formulate a clear and researchable systematic review question.
2. Develop a transparent review protocol that includes inclusion and exclusion criteria.
3. Conduct comprehensive searches across multiple databases and repositories.
4. Apply structured screening and selection methods, and document them through a PRISMA flow diagram.
5. Extract, appraise, and critically evaluate data from forty selected documents.
6. Synthesise evidence using narrative, thematic, or quantitative methods.
7. Write and submit a full systematic review report in alignment with MNMP012 requirements.
8. Contribute forty high-quality documents and insights to the institutional MIL Repository.

For further details: https://www.medialit.in/mile/

TRACK B

Activities for MNMP012

Structure of Project Report	Nature of Assignment	Expected Outcome	Word Limit
Chapter 1	Identification of a Research Area Reference: Units 1 & 2 of MNM-031	Write about the significance and relevance of the topic	800 words
Chapter 2	Concept Note on the Research Area ReferenceUnitsit 1 & 2 of MNM-031	A detailed description of the chosen topic	800 + 800
Chapter 3	Mind Mapping	Use a graphical representation of the identification of associated keywords (a minimum of 8-10 keywords).	350
Chapter 4	Prisma Chart	Identification of exclusion and inclusion criteria for Article search/selection.	350
Chapter 5	Review of Literature Reference: Unit 5 of MNM-031	Identification of 40 Research articles, preferably from peer-reviewed journals. Write a brief review of each Article (50 words for each Article)	2000
Chapter 6	Identification of Research Trends in the Chosen Research Areas Reference: Unit 3 of MNM-031	Based On Week 5 Review, Write About the Prominent Theoretical Frameworks, Statement of Problems, Methodological Design and Significant Findings.	800
Chapter	Interpretation and Conclusion	Based on chapter 5 & 6, write your interpretations and conclusion	500

OPTION B :: OUTLINE OF MNMP012 PROJECT REPORT

Chapter 1: Identification of Research Area:

To start your research work, as a first step, you need to identify the research area - preferably from the following list:

Full List of 163 Topics for Track B (MIL Systematic Review)

Stream 1: Introduction to Media and Information Literacy

1. Understanding Media and Information Literacy
2. MIL and Civic Participation
3. Interacting with Content Providers
4. MIL, Digital Skills, Cultural Participation, Creativity and Entrepreneurship
5. MIL, Teaching and Lifelong Learning
6. Technology, Media and Society
7. Freedom, Ethics and Social Accountability
8. What Makes News: Explaining the Criteria
9. The News Development Process
10. Media and information literacy in times of crisis and conflict
11. Media, technology and power
12. Digital divide and information inequality
13. MIL and global citizenship
14. Platform governance and regulation
15. How Academic and Scientific Information are Constructed
16. Concepts and Applications of Information Literacy
17. Searching: Strategic Information Exploration
18. Evaluation of Academic and Scientific Information
19. Intellectual Property and Authorship Recognition

Stream 2: Media, Technology and Content

20. Reading Media and Information Texts
21. Photography
22. Film Genres and Storytelling
23. Communication on Digital Platforms for Social Media
24. Platformisation of media content
25. Influencer culture and content creators
26. Visual manipulation and deep visual editing
27. Media convergence and hybrid storytelling
28. Advertising, Revenue and Regulation
29. Advertising: The Creative Process

30. Targeted Advertising and the Political Agenda
31. Public Service Announcements
32. Political advertising and elections
33. Influencer marketing and sponsored content
34. Consumer data and targeted advertising
35. Children and advertising ethics

Stream 3: Audiences and Representation

36. Understanding Global Citizenship
37. Audiences: National and Global Contexts
38. MIL, Digital Media and Civic Engagement
39. Citizen-Driven Information and Citizen Journalism
40. Youth civic engagement in digital spaces
41. Media literacy and social movements
42. Participatory cultures and civic media
43. Media and political participation
44. The Concept of Representation
45. Representation in Media and Information Systems
46. Representation and Marginalised Groups
47. Gender and Media Representation
48. Representation of minorities and marginalised communities
49. Stereotypes in media content
50. Gender diversity and intersectionality in media
51. Disability representation in the media

Stream 4: Digital Media, Platforms and Society

52. From Traditional Media to Digital Media Technologies
53. Uses of New Media Technologies in Society
54. Uses of Interactive Multimedia Tools
55. Gaming and Participatory Culture
56. Internet as a Medium
57. Young People in the Virtual World
58. Learning, Networking and Social Engagement Online
59. Challenges and Risks in the Virtual World
60. MIL Footprints: Managing Your Online Presence
61. Understanding AI and AI Use in Social Media
62. MIL Competencies in the Age of AI and Social Media
63. Individual and Social Rights, Choices and Technology
64. Use of AI and Social Media in Development
65. Understanding Privacy in MIL
66. Privacy, Data and Development
67. Institutional Obligations to Privacy and Data Protection

Stream 5: MIL Competencies to Tackle Dis/Misinformation

68. Truth Matters
69. The Misinformation and Disinformation Ecosystem
70. Media and Misinformation
71. MIL and Misinformation
72. Impacts of False and Misleading Content
73. Truth, Trust and Journalism
74. Thinking About 'Information Disorder'
75. News Industry Transformation
76. Computational propaganda
77. Political communication and misinformation
78. Health misinformation
79. Crisis and disaster misinformation
80. Hate speech in online environments
81. Combatting Disinformation and Misinformation through MIL
82. Fact Checking
83. Social Media Verification
84. Combating online abuse

Stream 6: Media, Information and Empowerment

85. The Role of MIL in the Sustainable Development Goals
86. Social, Cultural and Political Dimensions of the Media
87. Media Ownership and the Commoditisation of Information
88. Promotion of Alternative Media through Digital Technology
89. Uses of New Media Technologies in Society – The Social Change
90. Climate communication and misinformation
91. Media and environmental sustainability
92. ICTs for social innovation
93. Media literacy for disaster risk reduction
94. Communication, Teaching and Learning
95. MIL, Teaching and Learning
96. Learning Theories and MIL
97. Enabling Environment for MIL
98. Teacher professional development in MIL
99. Assessment of MIL competencies
100. MIL integration across curricula
101. Institutional strategies for MIL implementation

Stream 7: Pedagogy of Media Literacy

102. Inquiry-based learning
103. Issue-enquiry learning
104. Problem-based learning
105. Critical inquiry
106. Case study method

107. Project-based learning
108. Experiential learning
109. Participatory learning
110. Collaborative learning
111. Cooperative learning
112. Media text analysis
113. Discourse analysis
114. Visual analysis
115. Content analysis
116. Comparative media analysis
117. News analysis and verification exercises
118. Advertising analysis
119. Representation analysis

Stream 8: Typology of Media Literacy

120. News Literacy
121. Film Literacy
122. Television Literacy
123. Digital Media Literacy
124. Mobile Literacy
125. Visual Literacy
126. Design Literacy
127. Data Literacy
128. Algorithmic Literacy
129. Games Literacy
130. Artificial Intelligence Literacy
131. Advertising Literacy
132. Privacy Literacy
133. Narrative Literacy
134. Critical Media Literacy

The outcome of Stage 1: Write a brief description of your chosen Research Area (800 words) - its relevance and significance for you to undertake your research topic.

Chapter 2: Concept Note on the Research Area:

Once the topic is selected from the list, you need to develop a concept note on your chosen topic.

Three broad areas need to be stated in the concept note:

4. ***Background Statement***: It includes the overall context of the given topic/area and its scenario in the Indian context. It should quote a few authentic resources to substantiate the context while explaining it. [400 words]

5. ***Rationale and Significance***: Here, the learners need to incorporate the writings of Stage 1. [800 words]

6. ***Justification of the Study***: In this segment, learners need to give two crucial pieces of information: [a] why this topic is essential to undertake as a research study; [b] where this study is based (location). [400 words]

Chapter 3: Mind mapping:

Continuing to stage 2, based on the initial understanding of the chosen topic, further research into the literature is needed to gain a detailed understanding. To search relevant literature, you should identify all subtopics attached to/associated with your research area. Mind mapping is a useful tool for determining your research subtopics.

A mind map is a diagram used to represent concepts, ideas, tasks or other items linked to a central theme. The main theme is often illustrated with a graphical image in a mind map—a quick recap of the mind map from MNM012.

You must ensure that all your resources are in one place after writing your concept note. While researching your literature, read quickly through the literature at hand, and use a highlighter to indicate the literature you think you can use in your research proposal.

You could also make notes as you go along. Keeping notes will enable you to be specific, track, and manipulate what you have read. It is beneficial to focus on gathering information at this stage; wait until later to determine whether it is valuable and vital.

Another essential technique, apart from note-making, is exploring ideas, information and arguments through a mind map. The mind map is primarily visual. You construct the visual display that arranges your data in a hierarchical structure as you think of ideas and information. In this way, you can see each idea's relative importance and relationship to other ideas.

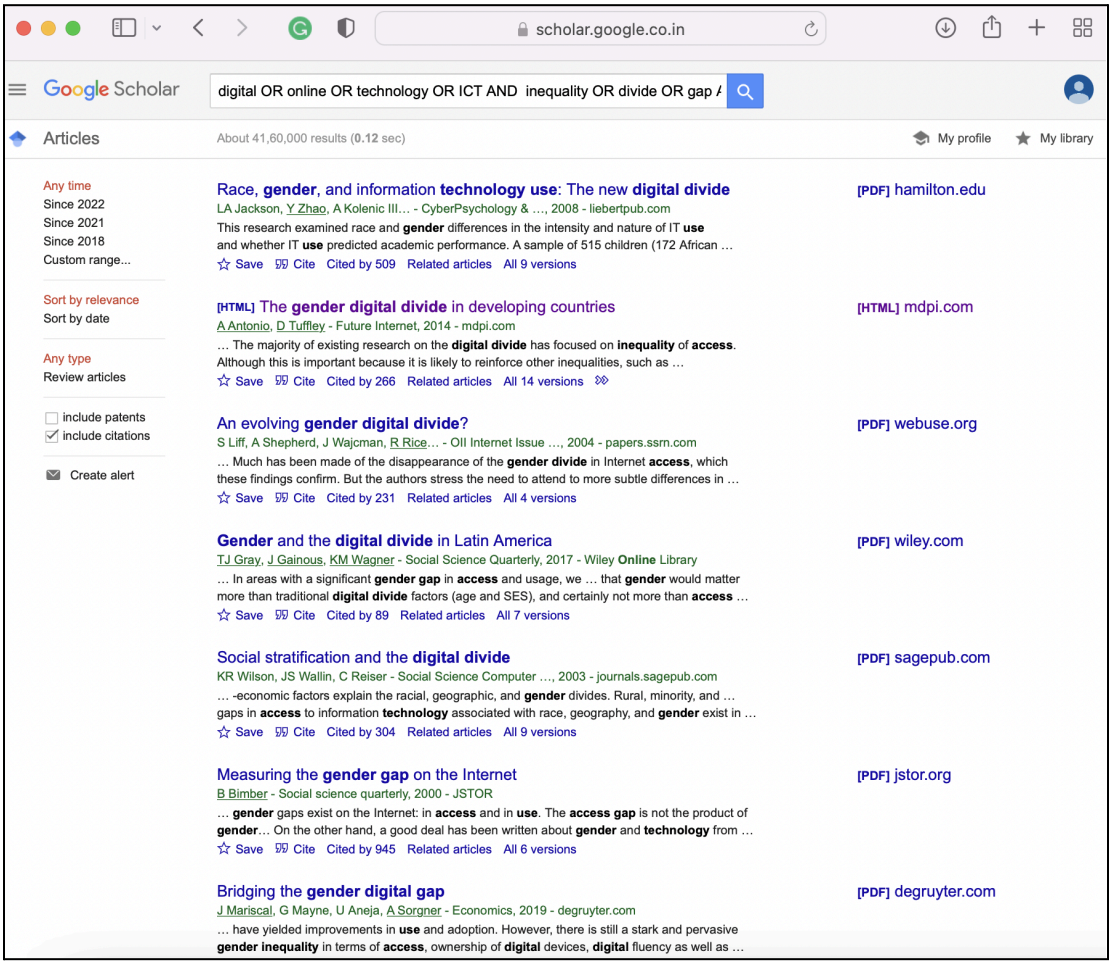
Based on how you have developed your mind map, write a 350-word write-up for this stage.

Chapter 4: PRISMA Chart

Based on the set of keywords generated through mind mapping exercises from Stage 3, you now need to start searching for relevant literature. To reap the benefits of Information and Communication Technology-based services, at the first stage, you need to develop a list of keywords to search for relevant information and research articles/literature. For example, based on week three, the mind mapping exercise, find a sample string of keywords:

digital OR online OR technology OR ICT AND inequality OR divide OR gap AND access OR use OR participation OR opportunities AND gender OR male OR female OR "third gender."

Wherever you have two words, use double quotation marks to combine these two words into one keyword. In the above example, you can notice that climate change is being converted into a single word by using double quotation marks = "third gender."



With this keyword string, you may go to any research databases available to you to search relevant literature. You may avail of IGNOU's remote access facilities [http://ignou.ac.in/userfiles/Registration%20form%20for%20student.pdf]. Secondly, you may use the http://scholar.google.com website, using your keyword strings in these research databases. The above keyword string from the Scholar Google website is below:

The above keyword string will work with any database. The use of OR and AND and double quotation marks will function as limitation factors, through which databases will give you more relevant data. Based on your needs, you may identify the required literature and manually collect it until you have gathered the necessary data. You can fine-tune the keyword string with more relevant keywords.

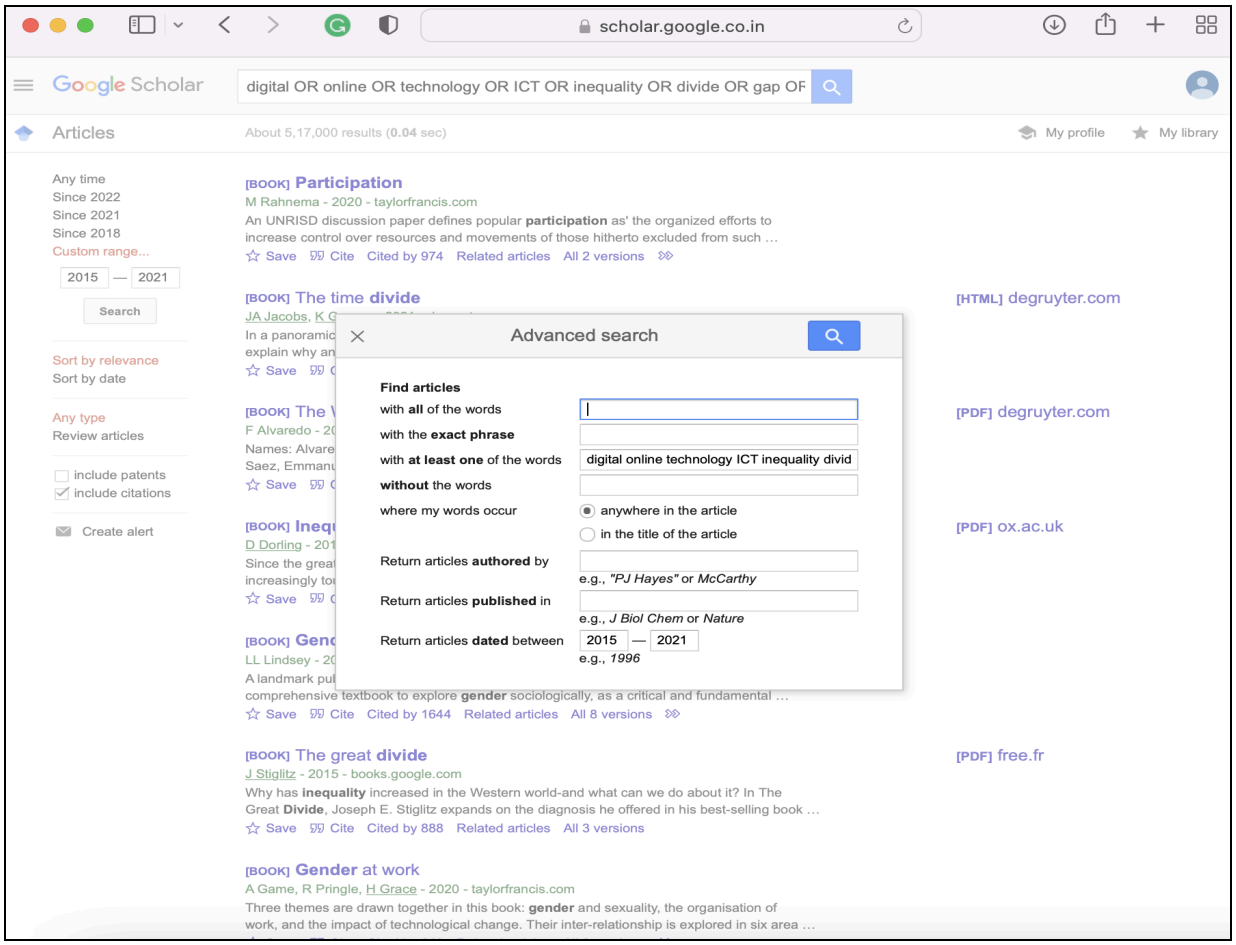
While doing your literature search, you may restrict the research results in terms of the year (2016 onwards or similar custom period), full-access only contents, articles that appeared in the research journals, and, thus, you can eliminate certain documents.

In this way, you can reduce the vast majority of research articles' results to the most relevant ones for your research topic. The above process will give you inclusion and exclusion criteria for further research. Based on your inclusion and exclusion criteria, you need to draw a chart depicting the process by which you have arrived at a certain number of articles and literature used for your research work.

Suggestive Procedure for Literature Collection:

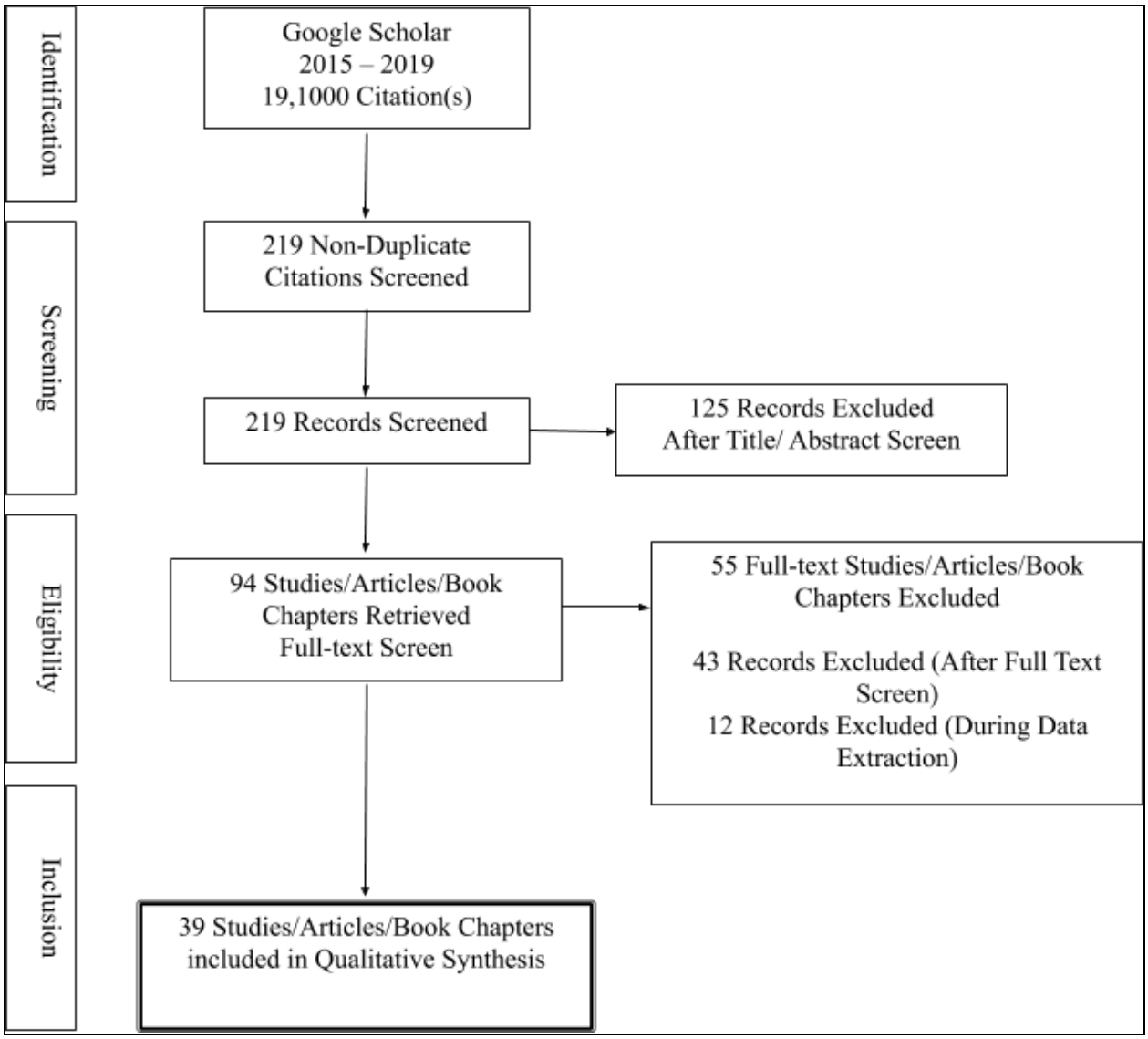
- Round 1: Read Abstracts and Keywords of the shortlisted literature with the help of the strings of keywords
- Round 2: Find more keywords from the Articles, which might be more relevant to your Objectives
- Round 3: Refine your keywords based on the collected literature, search for them again with new keywords, and download the relevant literature.
- Round 4: Read the newly downloaded abstracts and keywords and check their relevance
- Note the number of literature shortlisted and removed based on the abstract and keywords.
- Prepare the list of final shortlisted literature. Go through this list of literature carefully and explore any new keywords as per your objectives.
- Note the number of literature shortlisted and removed based on full-paper, inclusion and exclusion criteria.
- Segregate your 20 shortlisted articles as per your objectives.

You need to create a PRISMA chart based on the steps followed while finalising your literature. Starting from the earliest stages, add the number of research results you got. Then apply relevant exclusion criteria. For each exclusion criterion, your results automatically narrow, and ultimately, this leads to your final list of literature.



Based on the above keyword strings and steps specified, the following PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) chart is prepared for your better understanding.

You can create a PRISMA chart using R using the following code. Feel free to modify the numbers according to your actual results from the search outputs.



Along with the PRISMA chart, submit the bibliographical details of the final list of articles finalised for your study during this week's activities.

Chapter 5: Review of Literature

Refer to and read Unit 5 of MNM030 - Review of Literature for better clarity. Through this Unit, you will understand the purpose and method by reviewing the literature that needs to be carried out. Find a brief about the techniques and relevance of the Review of Literature (citing from Unit 5 of MNM015):

Review of Literature helps you to:

- **Refine your ideas and concepts for the** research proposal/Project Report. The usefulness of this point can be understood in much more precise terms by reading a quote from Brennen (2013): "Literature review should not only give readers an understanding

of what research has been done in this area but also describe how the new research project fits into the broader field of study and why it is important to pursue the study."

- **Select an appropriate theoretical framework and research method.** The literature review helps in selecting an appropriate theoretical framework and research methods. The theoretical framework links a study with the larger body of work undertaken in a specific area and helps focus and guide your inquiry. Similarly, you can learn from the strong points of previous research - the type of research approach used (qualitative, quantitative or mixed-method), research methods, tools, and techniques. A critical assessment of other scholars' research methodology will help you select suitable tools and strategies for your research objectives.

- **Identifying practical problems** - scrutinising this literature helps you find a research problem and fine-tune your research. A research problem seeks to provide new information and knowledge that is not currently available or is available only at a negligible level. The critical assessment of the literature review will help you identify this gap, thereby facilitating the formulation of research problem(s).

- **Sharpen research objectives** - With the research problem identified, the available literature helps you design and refine your research objectives effectively for your research proposal. The findings of other studies help you formulate your research questions/hypotheses, an essential element of the research design/proposal development. More specifically, it allows you to define and delineate the boundaries of your study area.

Based on your understanding of the process and techniques of Review of Literature, in Stage 5, you need to write a review for each of your shortlisted articles. For research proposal development, you need to collect 40 (fourty) research articles/documents from reliable sources. Write a review of each item with a minimum of 50 words. The end of this exercise will produce a 2000-word collection of reviews.

Chapter 6: Identification of research trends in the chosen research areas

With the collection of your reviews of shortlisted articles, the next step is to arrange these reviews logically to overview the trends in your chosen area of study. According to Priest (2010), "Putting the existing literature together in summary form, showing how it related to a new problem (or a new interpretation of an old one) and identifying gaps and opportunities in the development search record is both demanding and creative." For these purposes, you need to organise your reviews into any two of the following four broad categories:

Chronological: In this format, you arrange your reviews from the earliest published studies to the more recent ones. The emphasis here is on the progression of work in a given area over time. In this manner, you will notice the emerging trends in the given topic/area.

Thematic: All your reviews and articles form a collection of themes, issues, and concepts. These emergent themes will have to be refined and merged for analysis.

Methodological: The studies may also be organised by theoretical frameworks, methods, materials used, and key variables investigated. You may manage reviews in qualitative, quantitative, and mixed-methods research. This will enable you to assess their methodological strengths and weaknesses and reveal how research practices differ across groups, times and settings.

Area-wise: Materials can also be classified based on the origin of the studies - from developing countries, developed countries, Eastern Europe or CIS, or Studies in India. Such categorisation can trace emergent trends from a specific geopolitical area for analysis.

You can select another method the arrange your reviews. For example, organise the studies by theme, then include them chronologically, starting with the earliest and proceeding to the latest. You should give each theme a sub-head, and within that, you may proceed chronologically. The bottom line is that there should be some rationale for placing the studies under a broad heading. A thread should run throughout the entire review, linking the various studies to reveal emergent patterns and trends.

For Stage 6, you need to find out the emerging research trends in your chosen field under three categories: thematically emerging trends, emerging trends in theoretical frameworks, and methodological approaches. Explain all these trends in an 800-word write-up. You need to identify two trends in each of these three categories. If your literature does not provide enough indications, you may enlarge the literature by going back to Stage 3 and collecting more literature.

Chapter 7: Interpretation and Conclusion (500 words)

Based on the outcomes of chapter 5 and 6, interpret the major findings and make a conclusion. This chapter should be in 500 words.

Submission

Similar to OPTION A, the completed final project report that consists (Front page, index, acknowledgement, approval copy screenshot from this CMS, screenshot of 40 entries and 500-word interpretation and conclusion), needs to be submitted to the Project Section, SED, IGNOU, Maidan Garhi, New Delhi 110068

GENERAL INFORMATION

The Project is an independent investigation and your organised work. The purpose of the Project Work is to enable you to analyse the situations, and through the Project, you will be expected to put into practice all that you have learnt while pursuing various courses of MAJDM. It is a way of applying the knowledge gained through the different courses to digital media issues and concerns.

The Project Work is worth six credits, and you are expected to spend approximately 180 hours to complete the Project. We would prefer to receive a typed and online copy of your Project Report. Your Project Work length may be between 10000 and 12000 words (60-70 pages). Keep this in mind while choosing the Project theme. The idea is that you should say all that you want to say within this word limit. You are free to write your Project in English or Hindi.

SUBMISSION OF PROJECT PROPOSAL

After you opt for project work, you are expected to submit the typed copy of the project proposal along with the Project Proposal form (Annexure 'A' of this manual) of MNMP012 in this link: https://medialit.in/netpro/

OR submit the entire proposal prepare in accordance with the structure mentione in this manual to your Regional Center/Study Center.

Ensure that the Academic Counsellor or the Teacher/Professional/Researcher, who has agreed to act as your Supervisor for your project work, has affixed his/her signature on the cover page (Annexure 'A') of your proposal.

The SOJNMS/Course Coordinator will approve the project proposal after the review if it is submitted through https://medialit.in/netpro/ and if the proposal is being submitted to RC/SC, respective center will issue the proposal approval letter.. After approval of the project proposal, you can begin the project work. If you are advised to revise the proposal, you should incorporate the suggestions and comments made by the faculty in the revised proposal.

Identifying the Project's theme and preparing the project proposal will be discussed in the next part. However, it is desirable to point out at this stage that your project proposal must include the following:

- The title of the proposed Project
- A clear statement of the problem (s) to be examined
- Objectives of the proposed study
- The kind of data/information to be used
- Research Methodology, and
- Expected outcome.

PROJECT SUPERVISION

Your Project shall be guided by a Supervisor recognised by the Indira Gandhi National Open University. All counsellors are recognised as Supervisors for Project Work. Other than PGDIDM/PGJMC/MAJMC programme counsellors, you may contact a person who fulfils the following criteria: a Master's degree with FIVE years of experience in the media industry/media faculty/or communication researcher.

You should prepare a Project Proposal with the help of your Supervisor/Academic counsellor available at your Study Centre.

The Supervisor will acquaint you with such local groups and agencies that may be relevant to your work,

- Give you letters of authorisation which would enable you to make enquiries and investigations in different offices about your work,
- make accessible to you the library at the Study Centre accessible to you for consultation purposes,
- advise you, to the best of his/her efforts, about your theme, the location of your data and the general work plan, and
- Suggest books and articles that you may find helpful in your work.
- Do not change your topic or even its wording after sending the proposal. In other words, your Project Work topic should be the same as in your Proposal.
- Fill the Proforma given in Annexure A very carefully.

PROJECT EVALUATION

Upon its submission, your Project Report will be sent to an examiner. You must secure a minimum of 40% marks in your Project Work to complete your Course. Please note that your Project's evaluation will take at least 2 months from the submission date. The final project report needs to be submitted to The Project Section, SED, IGNOU, Maidan Garhi, New Delhi 110068.

Please keep a copy of your Project Work with you, as we will not return it. Ensure that your Project Work also includes the declaration, as specified in Annexure 'C', duly signed by you and your Supervisor.

Please note that the Project Work is a part of your Term-End Examination (TEE), and 100 marks of the Project Report will be distributed as follows for evaluation purposes.

Distribution of 100 marks of the Project-Work Report	Weightage
1) Clarity of topic	10%
2) Language, coherence, style, and so on.	20%
3) Clarity of objectives and methodology	25%
4) Analysis and interpretation	25%
5) Conclusions	10%
6) References	10%

Remember:

- The Project Work should be original and in your language.
- You should not copy or reproduce any published or unpublished project, or else it would be cancelled.
- Arguments should be substantiated by your data/reports/or published materials.
- Information should be adequately documented.
- The research methodology adopted by you should be stated in the first chapter of your work, and
- Give a bibliography at the end. It should include citations of all your sources, such as records, documents, reports, interviews, group meetings, newspapers, and magazines, listed under separate headings.

If you secure less than 40% marks, we will inform you and send the evaluator's comments. In that case, you will have to take the following steps:

- Redo your Project Work in the light of the evaluator's comments.
- Attach Annexures B and C (no need to attach Annexure A).
- Attach a Demand Draft of Rs. 800/- drawn in favour of IGNOU payable at New Delhi.

Project Work completed in all the above respects should be sent for fresh evaluation to The Project Section, SED, IGNOU, Maidan Garhi, New Delhi 110068.

MNMP012: PROJECT WORK & EXECUTION OF THE PROJECT

Identification of Data Requirement

In your project work, you are expected to examine/study any specific problem/issue through quantitative/qualitative data. Hence, determining relevant data is the foremost task. Data should be pertinent to explore the issues raised and to test any hypotheses formulated in the project proposal. The variables for which data is needed should be identified. You need to find out about the type of data available on the Project's topic and the extent to which it would be suitable for your project work. Read the Course MNMP012 - Media Research Methods carefully to execute your major Project. You are therefore advised to go through the different Units of this Course.

Regarding research literature, it is necessary to determine and record (i) the Person/institution who collected the data, (ii) when it was collected, and (iii) how reliable the information is. You should note the following details about every source of information:

- The document's full title, such as a book, journal, map, etc.
- Department/Agency/Author who has prepared the document, book, journal, etc.
- Date/Year when the document was prepared, and
- Edition, place of publication and publisher for books and articles.

2.2.2 Sources of Review of Literature

The source can range from government departments/agencies to newspapers, books, articles, reports and Internet search options. These will enable you to identify the various sources of secondary data.

2.2.3 Data Collection Methods

You may need to collect the primary data for your study. Before you begin data collection and review the requirements, you have identified primary data. Clearly define what you need and for what purpose. Then determine the most appropriate data collection method.

To ensure data reliability, you need to explain or justify the following points:

i) The design of the questionnaire
ii) The appropriateness of data collection techniques,
iii) Methods of fieldwork,
iv) The process followed for field supervision and recording, and
v) Data verification and quality control.

2.2.4 Data Analysis

After tabulation and classification of the data, the next step is to process and analyse the data. Depending on your needs and objectives, various quantitative techniques, ranging from percentages, means, and correlations to regressions and advanced statistical methods, as well as qualitative methods, may be applied to analyse the data. You can also use different computer software packages for this purpose. Block 3 of our Course MNM015 will benefit you in this regard. Therefore, you are advised to go through these Blocks before attempting the project work. The skills acquired through the MNM015 Course on Quantitative Techniques will be an

added advantage for undertaking project work. To ensure the statistical reliability of your results, you may also apply the various statistical tests as discussed in Unit 11 of Block 3.

2.2.5 Writing the Project Report

Originality and clarity are the two vital components of your Project. Remember, your Project tests your analytical capacity and communication skills. This kind of writing is not merely an exercise in recording your impression or writing a story, and it is also an exercise in the organisation of your ideas.

Therefore, do keep the following points in mind while writing your Project Report:

- The size of the project report depends on the nature of the Project's theme. However, it is desirable to write the project report between 10,000-12,000 words (approximately 60-70 pages) in standard size, double-spaced typed form. You may write a Project Report in Hindi or English.
- Divide your report into about 4 to 5 Chapters. Each chapter may be subdivided into Sections and Subsections. This will provide a specific structure to your Project and may prevent different ideas from being scattered throughout.
- Writing an introduction is essential as it gives a specific entry point to your Project. This should be followed by the Aims and Objectives, which you should state very explicitly and briefly.
- The quality of your Project, to some extent, depends on the strength of your methodology. Therefore, you should clearly state the method. For the sake of clarity, methodology refers to (i) theoretical perspectives and the logic of enquiry that guides the research, (ii) techniques of data collection, and (iii) tools or methods of analysis of the data.
- A Brief Review of similar or relevant projects/studies made by other scholars.
- All your arguments should be neatly tied up and logically culminate at the end of each section. You should maintain the interconnection between different sections.
- Have a paragraph of 'Summing Up' for each chapter.
- List out your objective-wise findings.
- The Project should be written in your language, using simple words and short sentences whenever possible. Writing the first draft and editing its language and content would be better.
- Use photographs, maps, diagrams, and illustrations if needed.

The following sequence is to be followed in organising the report:

A) Cover page: On the first page of the report, indicate the title of the Project, your name, address, year and enrolment number. (as per Annexure B of this Manual)
A) The second page should cover the project report's contents, followed by the list of tables, maps and figures/illustrations on the third page.
A) The fourth page is to give acknowledgements.
A) The fifth page is to list a list of abbreviations in alphabetical order.

From the 6th page onwards, apply the following points while preparing your Project.

GUIDELINES FOR THE PREPARATION OF PROJECT REPORT

The broad guidelines are given below. However, the individual Supervisor may decide the suitable sequential order of chapters for their respective students' project report. Other than chapter arrangements, formatting is uniform.

1.0 Organisation of the Project Report

The Project Report shall be presented in several chapters, starting with the Introduction and ending with the Summary and Conclusions. Each of the other chapters will have a precise title that reflects the chapter's contents. A chapter can be subdivided into *sections, subsections and sub-subsections* to present the content discretely and with due emphasis.

1.1 Introduction

The title of **Chapter 1** shall be Introduction. It introduces the topic, provides context and rationale and highlights the significance of the chosen topic for investigation.

1.2 Review of Literature

This shall generally form **Chapter 2** and present a critical appraisal of the previously published literature about the topic under investigation. It will highlight what has been done so far, the focus and emphasis on the studies undertaken, what is missing and how their work can bring in new dimensions. The extent and emphasis of the chapter shall depend on the nature of the investigation.

1.3 Research Design / Methodology

This chapter outlines the study's objectives, broad approach, including quantitative /qualitative modes of data collection, research methodology, tools and techniques, sample selection, and data analysis techniques used.

1.4 Findings & Discussion

The reporting on the investigation will be presented in these chapters, organised with appropriate subheadings.

- Each chapter on the presentation of findings should correspond with the specific research objective of the study.

- Figures and tables should be presented immediately following their first mention in the text. Short tables and figures (say, less than half the page's writing area) should be given within the text, while large tables and figures may be presented on separate pages.

1.5 Summary & Conclusions

This will be the final chapter of the Project Report. A brief report of the work carried out shall form the first part of the chapter. The conclusions derived from the logical analysis presented in the Results and Discussion chapter will be enumerated, with each point stated separately. You should state the scope for future work in the last part of the chapter.

1.6 References

This should follow the Appendices, if any, otherwise the Summary and Conclusions chapter. The learners shall consistently follow the citation style and listing style of a standard journal in the subject area throughout their Project Report. However, all the authors' names and their initials, and the full title of the article/monograph/book, etc., have to be given, along with the journal/publisher, volume, number, pages(s), and the year of publication.

Citations from websites should include the names of the websites. Of the author(s) (including the initials), the full title of the Article, the website reference and when last accessed. Similarly, the reference to personal communications shall consist of the author's name, the title of the communication (if any), and the receipt date.

1.7 Appendix

Detailed information, lengthy derivations, raw experimental observations, etc., are to be presented in the separate appendices, which shall be numbered in Roman Capitals (e.g. "Appendix I, II, III & IV"). The questionnaire copy, interview sheet, focus group study structure, sample sheet, and other relevant documents may also be placed here.

PROJECT FORMAT

- **Paper Size:**
  - Use a standard A4 white sheet for your Project Report. You may use one side for printing.

- **Font Details:**
  - A variety of fonts are permitted in APA Style. Font options include the following:
    - sans serif fonts such as 11-point Calibri, 11-point Arial, or 10-point Lucida Sans Unicode
    - serif fonts such as 12-point Times New Roman, 11-point Georgia, or normal (10-point) Computer Modern (the default font for LaTeX)
    - Appropriate font for Hindi typing of 12 points.
    - Use font specifications throughout the Project Report, except in figures, where use sans-serif fonts with a size range of 8 to 14.

- **Line Spacing:**
  - Use 1.5 line spacing for the running text.
  - Single line spacing for figures and tables

- **Page Numbering:**
  - Follow these guidelines to include page numbers:
    - Use the page-numbering function of your word-processing program to insert page numbers.
    - Insert page numbers in the top right corner. The page number should appear on every page.
    - The title page carries page number 1.

- **Headline Formatting:**
  - Follow these guidelines to include a headline:
    - Type the head in all capital letters.
    - Ensure the head is no more than 50 characters, including spaces and punctuation.
    - Avoid using abbreviations in the head; however, you may use the ampersand symbol (&) rather than “and” if desired.
    - The head appears in the same format on every page, including the first page.
    - Align the head to the left margin of the page.

- **Levels of Headings:**
  - There are five levels of headings in APA Style. Level 1 is the highest or primary level of heading, Level 2 is a subheading of Level 1, Level 3 is a subheading of Level 2, and so on through Levels 4 and 5.

- The number of headings to use in a Project Report depends on the length and complexity of the work.
- If only one level of heading is needed, use Level 1.
- If two levels of heading are needed, use Levels 1 and 2.
- If three heading levels are needed, use Levels 1, 2, and 3 (and so on).
- Sample font sizes for headings

Level 1
Level 2
Level 3
Level 4

- **Margins:**
  - Use 1.5-inch margins on every side of the page.

- **Paragraph Alignment:**
  - Align the text to the left margin. Leave the right margin uneven. Do not use full justification.
  - Do not insert hyphens (manual breaks) in words at the end of the line. However, it is acceptable if your word-processing program automatically inserts line breaks in long hyperlinks (such as DOIs or URLs).
  -

3.1 Report Format
The Project Report's evaluation copies should be in soft copy.

3.2 Front Covers

Use Annexure B for the front covers.

3.5 Declaration Sheet
Use Annexure B.

3.6 Approval Sheet
Use Annexure D

3.7 Abstract
A hundred-word abstract must be placed immediately after the approval page. The abstract should contain the major points for your Project Report.

3.8 Index Page
Here, list all your chapters, including their corresponding page numbers.

3.8.1 List of Figures and Tables

Following the index page, a separate list of figures and tables used in the Project Report needs to be indexed.

The inline citations and reference listings should be formatted according to the American Psychological Association (APA) style.

Examples of a few entries are given below for your reference.

Citation Formats (as per APA Style):

a. *Parenthetical citation*: **(Grady et al., 2019)**
b. *Narrative citation*: **Grady et al. (2019)**
c. *Parenthetical citations*: **(Butler, 2017; Sanchiz et al., 2017; Stegmeir, 2016)**
d. *Narrative citations*: **Butler (2017), Sanchiz et al. (2017), and Stegmeir (2016)**
e. *Parenthetical citation*: **(National Cancer Institute, 2019)**
f. *Narrative citation*: **National Cancer Institute (2019)**

REFERENCES AS PER APA STYLE

1. Journal Articles - One author

1. Karpf, D. (2012). Social Science Research Methods in Internet Time. Information, communication & society, 15(5), 639–661.
2. Purkarthofer, F. (2019). Tokyo behind Screens: Participant Observation in a City of Mobile Digital Communication. International Quarterly for Asian Studies, 50(3-4), 55–78.
3. Perl off, R. M. (2015). Mass communication research at the crossroads: Definitional issues and theoretical directions for mass and political communication scholarship in an age of online media. Mass Communication and Society, 18(5), 531-556. [https://doi.org/10.1080/15205436.2014.946997]
4. Neijens, P. (2017). Working on the fundamentals of journalism and mass communication research: Advancing methods in Journalism & Mass Communication Quarterly, 2007-2016. Journalism & Mass Communication Quarterly, 94(1), 12-16.[https://doi.org/10.1177/1077699016689681]
5. Krotz, F. (2017). Explaining the mediatisation approach. Javnost-The Public, 24(2), 103–118.[https://doi.org/10.1080/13183222.2017.1298556]
6. Livingstone, S. (2003). On the challenges of cross-national comparative media research. European journal of communication, 18(4), 477–500. [http://eprints.lse.ac.uk/403/1/Challenges_of_cross-cultural_research_EJC_2003.pdf]

2. Journal Articles - Two or more authors

1. Kaufmann, M., & Tzanetakis, M. (2020). Doing Internet research with hard-to-reach communities: methodological reflections on gaining meaningful access. Qualitative Research, 20(6), 927–944.
2. Certomà, C., & Corsini, F. (2021). Digitally-enabled social innovation. Mapping Discourses on an Emerging Social Technology. Innovation: The European Journal of Social Science Research, 1-25.
3. Morris, M., & Ogan, C. (1996). The Internet as a mass medium. Journal of Computer-Mediated Communication, 1(4), JCMC141. [https://doi.org/10.1111/j.1083-6101.1996.tb00174.x]

4. Günther, E., & Domahidi, E. (2017). What communication scholars write about: An analysis of 80 years of research in high-impact journals. International Journal of Communication, 11, 21. [https://ijoc.org/index.php/ijoc/article/view/6989]

5. Burgess, J., & Bruns, A. (2012). Twitter Archives and the Challenges of "Big Social Data" for Media and Communication Research. M/C Journal, 15(5). [https://doi.org/10.5204/mcj.561]

6. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. Information Systems Frontiers, 20(3), 531–558. [https://doi.org/10.1007/s10796-017-9810-y]

3. Magazine Articles

1. Majumdar, R. (2020, August 13). The Fragmentation of the Internet and Its Potential Impact on India. *India Today.*

2. Kumar, S. (2012, October). Manufacturing Dissent. *Frontline*.

3. Ramachandaran, S. (2020, October). Can We Really Trust Our Media? *Outlook*.

4. Lepore, J. (2019, January). Does Journalism Have a Future?. *The New Yorker*.

4. Newspaper Articles

1. Pannerselvan, A.S. (2020, February 20). Journalism in the time of an epidemic. *The Hindu*. p12

2. Shrivastava, V., & Baruah, S. (2012, April 2). CBSE launches mass media studies after the 10th class. *Hindustan Times*. p3
3. Tracy, M. (2019, July 9). Newsrooms Face a Changing Climate. *The New York Times*. p1

4. Books - One author

1. Priest, S. H. (2010). Doing Media Research: An Introduction. United Kingdom: SAGE Publications.

2. Berger, A. A. (2011). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. United Kingdom: SAGE Publications.

3. Reinard, J. C. (2006). Communication Research Statistics. United States: SAGE Publications.

4. Hayes, A. F. (2020). Statistical Methods for Communication Science. United States: Taylor & Francis.

5. Books - More than one author

1. Fielding, N. G., Lee, R. M., & Blank, G. (Eds.). (2008). The SAGE handbook of online research methods. Sage.
2. Hewson, C., Vogel, C., & Laurent, D. (2015). Internet research methods. SAGE Publications.
3. Hansen, A., Machin, D. (2018). Media and Communication Research Methods. United Kingdom: Red Globe Press.
4. Bracken, C. C., Pettey, G., Pask, E. B. (2017). Communication Research Methodology: A Strategic Approach to Applied Research. United Kingdom: Taylor & Francis.
5. The Palgrave Handbook of Methods for Media Policy Research. (2019). Germany: Springer International Publishing.
6. Chomsky, N., Herman, E. S. (2010). Manufacturing Consent: The Political Economy of the Mass Media. United Kingdom: Random House.

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ANNEXURES

ANNEXURE - A

PROJECT PROPOSAL PROFORMA

Candidate's information (to be filled by the candidate)
Name ……
Programme no.
Address ……..
……
……
Regional Centre ……
Study Centre Name ……

Study Centre Code

Date ……..…
Course Code

Title of the Project..…….
(enclose the proposal/synopsis of the Project)

(By The Supervisor)

.

I hereby certify that the proposal for the Project entitled (Name of the Project) ……
By (name of the candidate) ……..…….. has been prepared after due consultation with me. I agree to supervise the above-mentioned Project until its completion.

(Signature of the Supervisor)
Name ……..……
Designation ….……..
Address …….
……..
……

ANNEXURE - B

[Sample Format of Cover Page of the Project Work]

Internet Research Project Title

Submitted in partial fulfilment of the requirements for the degree of

MA Journalism and Digital Media (MAJDM)

by
Name of the Candidate
(Roll Nos._____)

Supervisor:

_____

_____

School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068
(Year)

ANNEXURE - C

Declaration

I hereby declare that the work embodied in this Project Report entitled "....." has been carried out by me under the supervision of …..... This has not been submitted for any degree, either in part or in full, to this University or any other university.
This is my original research work, which I conducted under the guidance and supervision of my supervisor.
Signature
Student name
Date

ANNEXURE - D

[Format - Certificate from the Supervisors CERTIFICATE]

This is to certify that the project work entitled (Title of the Project Work) submitted by (Name of the student) has Roll Number (Enrollment Number of the Student) for the partial fulfilment of the requirements of Post Graduate Diploma in Digital Media Degree of the School of Journalism and New Media Studies of IGNOU, embodies their original work carried out under my/our supervision.

Place: _____

Date: _____

Signature of the Supervisor

Name:

Designation: