

**EFFECTIVENESS OF YOUTUBE IN PROMOTING EDUCATION**

**DURING COVID-19**

**( - PHASE-1 )**



Checked  
Dr. Amita

**Academic Session : 2022-23**

**A Dissertation Report for the partial fulfillment of Paper IV of**

**M.A.(J.M.C.) IV Semester**

**Research Supervisor :**

**Dr. Amita**

**Assistant Professor**

**Dept. : J.M.C. (G.G.U)**

**Submitted by :**

**Piyali Mahato**

**M.A.(J.M.C) IV Semester**

**Roll No. 21008115**

**Enrollment No. GGV/17/0174**

---

**Department of Journalism and Mass Communication**

**Guru Ghasidas University, Bilaspur (C.G)**

**विभागाध्यक्ष  
H.O.D**

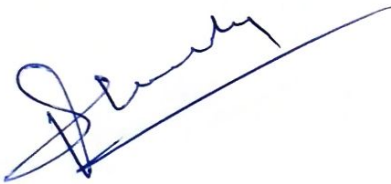
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Dept. of Journalism & Mass Communication  
गुरु घासीदास विश्वविद्यालय,  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छ.ग.)**

## CERTIFICATE OF COMPLETION WORK

Department of Journalism and Mass Communication

Guru Ghasidas University, Bilaspur, ((C.G.).

This is to certify that PIYALI MAHATO is a student in the IV Semester of Master of Arts (M.A.) Journalism and Mass Communication at the Department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, (C.G.), has Successfully completed her Dissertation on "EFFECTIVENESS OF YOUTUBE IN PROMOTING EDUCATION DURING COVID-19 PANDEMIC PHASE: 1".



Dr. Dhiraj Shukla

Associate Professor, (H.O.D).

Journalism and Mass Communication

Guru Ghasidas University



Dr. Amita

Assistant Professor

Research Supervisor

Dept. J.M.C, G.G.V, Bilaspur

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# CHAPTER:1

## INTRODUCTION

This dissertation investigates the effectiveness of YouTube as an educational tool during the COVID-19 pandemic. The outbreak of the pandemic in 2020 led to the closure of educational institutions worldwide, compelling educators to quickly transition to online teaching platforms. YouTube emerged as a prominent resource for delivering educational content due to its widespread accessibility, diverse content offerings, and user-friendly interface. This study aims to critically evaluate the impact of YouTube on educational practices during the COVID-19 crisis and assess its efficacy in facilitating remote learning.

ROLE OF SOCIAL MEDIA IN DEVELOPING FOMO AND IT'S EFFECT ON MENTAL HEALTH OF YOUTH

A DISSERTATION REPORT

SUBMITTED TO

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G)



For the partial fulfillment of paper IV of M. A IV SEMESTER

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Academic Session 2022-23

Research guide

Dr. Amita Sagar

(Assistant Professor)

Submitted By

Aditi Tiwari

Roll no. - 21008103

Enrollment – GGV/21/00503

विभागाध्यक्ष  
H.O.D.  
पत्रकारिता एवं जनसंचार विभाग  
M.A. in Journalism & Mass Communication  
गुरु गृधसिदस विश्वविद्यालय,  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छ.ग.)  
Bilaspur (C.G.)

## CERTIFICATE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

GURU GHASIDAS UNIVERSITY, BILASPUR.

This is to certify that Aditi Tiwari, a student in 4<sup>th</sup> semester of Master of Arts (M. A) Journalism and mass communication, Guru Ghasidas Vishwavidyalaya (C.G) has Successfully completed his/her dissertation/project on "*Role of social media in developing fomo and it's effect on mental health of youth*".

*Amita*

## Chapter 1: History of FOMO

- 1.1 history of FOMO
- 1.2 Rise of social media
- 1.3 Significance and purpose of study

## Chapter 2: Impact of FOMO on mental health

- 1.1 link between FOMO and mental health issues
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- 1.3 Psychological Mechanism of FOMO

## Chapter 3 Role of FOMO in the society

## Chapter 4 Literature Review

- 1.1 comprehensive definition of FOMO and it's different facets.
- 1.2 Social media and FOMO
- 1.3 Connection between social media use and development of FOMO
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## Chapter 5 Research Methodology

- 1.1 Research Design
- 1.2 Data Collection
- 1.3 Methods Used to Collect Data
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1.2 Implication of theory and practice

1.3 Recommendations

1.4 Final thought

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##### \*Appendices\*

- Questionnaire and survey
- Interview transcript
- Digital media guidelines

## Chapter 1: Introduction

### *1. history of FOMO*

"True happiness is to enjoy the present, without anxious dependence upon the future, not to amuse ourselves with either hopes or fears but to rest satisfied with what we have, which is sufficient, for he that is so wants nothing. The greatest blessings of mankind are within us and within our reach. A wise man is content with his lot, whatever it may be, without wishing for what he has not"

Seneca, L'Estrange & Bierce (1855) captured the essence of what Fear of missing out (FoMO) encompasses, as it has to do with the feeling of discontentment with the present, and a wish for more than what one has. The concept of FoMO is a type of internet slang used to describe the "pervasive apprehension that others might be having rewarding experiences from which one is absent" (Przybylski et al., 2013, p.1841). This pervasive fear



# **A DISSERTATION ON EMERGENCE OF OTT PLATFORMS AND ITS IMPACT ON VIEWERSHIP EXPERIENCE**

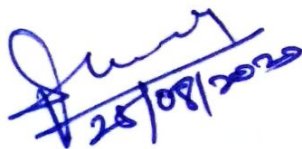
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**Guru Ghasidas University, Bilaspur (C.G)**



**IN PARTIAL FULFILLMENT OF PAPER 4 OF M.A SEMESTER IV  
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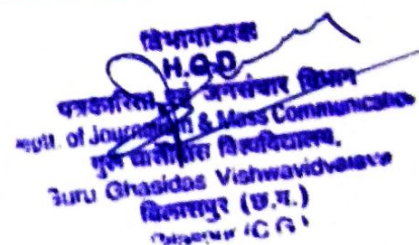
**RESEARCH  
SUPERVISOR:  
Dr. DHIRAJ SHUKLA  
ASSOCIATE PROFESSOR**

  
25/08/2023

**PREPARED BY  
ABHISHEK DASH  
M.A.-J.M.C. IV SEM  
ROLL NO.21008102**

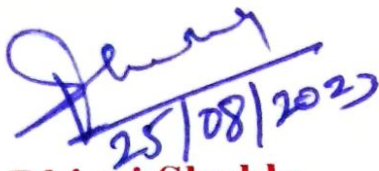
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
GURU GHASIDAS UNIVERSITY, BILASPUR**

**(C.G) 495009**

  
विभागाध्यक्ष  
H.O.D.  
पत्रकारिता एवं जनसंचार विभाग  
Dept. of Journalism & Mass Communication  
गुरु घासीदास विश्वविद्यालय,  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छ.ग.)  
(C.G.)

## CERTIFICATE

This is to certify that **ABHISHEK DASH** a student in 4th semester of masters of arts (M.A) Journalism and Mass Communication at the Department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur (C.G) has successfully completed his dissertation on 25<sup>th</sup> Aug. 2023.



25/08/2023

**Dr. Dhiraj Shukla**  
**Research Supervisor**  
**Associate professor,**  
**Journalism & Mass Communication,**  
**Guru Ghasidas University**

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## CHAPTER 1:

# INTRODUCTION

### OTT PLATFORMS:

An OTT (Over-The-Top) platform refers to a digital streaming service that delivers video content over the internet directly to viewers, bypassing traditional broadcast or cable television providers. OTT platforms offer a wide range of on-demand content, including movies, TV shows, documentaries, and original productions. These platforms are typically accessible on various devices, such as smartphones, tablets, smart TVs, and streaming devices, allowing viewers to watch content anytime and anywhere with an internet connection. Examples of popular OTT platforms include Netflix, Amazon Prime Video.

In recent years, India has witnessed a significant rise in the popularity of Over-The-Top (OTT) platforms, which has had a profound impact on the viewer experience. These digital streaming services, such as Netflix, Amazon Prime Video, and Disney+ Hotstar, have revolutionized the way Indians consume and enjoy content, posing a formidable challenge to the dominance of mainstream cinema. we will explore the rise of OTT platforms in India, highlight some interesting facts, and compare the viewer experience between mainstream cinema and OTT releases.

The growth of OTT platforms in India has been remarkable, with millions of subscribers and a vast library of content. According to a report by KPMG, the OTT market in India was estimated to be worth around 4,814 crore rupees (approximately 674 million USD) in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 28.6% between 2021 and 2025. This demonstrates the immense popularity and increasing adoption of these platforms among Indian viewers.

One of the primary reasons for the rise of OTT platforms in India is the convenience they offer. Unlike traditional cinema, where viewers have to visit movie theatres and adhere to fixed schedules, OTT platforms provide the flexibility to watch content anytime, anywhere. With the proliferation of smartphones and affordable high-speed internet, viewers can enjoy their favourite shows and movies in the comfort of their homes or on the go. This accessibility has transformed the way Indians engage with content and has significantly contributed to the growing popularity of OTT platforms.

**PORTRAYAL OF GENDER STEREOTYPES AND**  
**BIASES IN SOCIAL MEDIA**  
**(SPECIAL REFERENCE: INSTAGRAM)**



**Academic Session: 2022-23**

**A Dissertation Report  
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of Paper IV of  
M.A.(J.M.C.) IV SEMESTER**

**Research Supervisor:  
Dr. Anupama Kumari,  
Assistant Professor**

**Submitted by:  
Shakshi Gupta  
M.A.(JMC) IV Sem  
Roll No. 21008119  
Enrollment: GGV/18/0280**

**Department of Journalism and Mass Communication  
Guru Ghasidas University  
Bilaspur (C.G.)**

A handwritten signature in blue ink, likely of the student Shakshi Gupta, is written over a horizontal line.




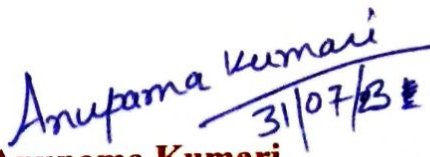
# **CERTIFICATE**

**Department of Journalism and Mass Communication**

**Guru Ghasidas University**

This is to certify that SHAKSHI GUPTA, a student in the IV Semester of Master of Arts (M.A.) in Journalism and Mass Communication of Guru Ghasidas University, Bilaspur (C.G.) has successfully completed her dissertation on the title- PORTRAYAL OF GENDER STEREOTYPES AND BIASES IN SOCIAL MEDIA (SPECIAL REFERENCE: INSTAGRAM)

  
**Dr. Dhiraj Shukla**  
Associate Professor, (H.O.D.)  
Journalism & Mass Communication,  
Guru Ghasidas University

  
**Dr. Anupama Kumari**  
Assistant Professor,  
Research Supervisor



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# **CHAPTER:1**

## **INTRODUCTION**

**Stereotype:** A stereotype is a widely held and oversimplified belief or idea about a particular group of people or things. It involves generalizations and assumptions based on characteristics or attributes associated with that group. Stereotypes can be based on numerous factors, such as gender, race, ethnicity, nationality, age, occupation, and more.

**Gender Stereotypes:** Gender stereotypes are beliefs or expectations about the behaviors, roles, attributes, and abilities of individuals based on their gender. These stereotypes often reinforce traditional and rigid views of femininity and masculinity, perpetuating biases and inequalities between genders.

**Here are some common gender stereotypes:**

1. **Occupational Stereotypes:** Certain occupations are associated with specific genders. For example, the belief that men are more suited for careers in engineering, while women are better suited for nurturing professions like teaching or nursing.
2. **Domestic Roles:** Stereotypes regarding gender roles at home suggest that women are primarily responsible for housework, child-rearing, and emotional labor, while men are expected to be the primary breadwinners and less involved in household chores.