

Program: M.Phil. Mass Communication

Session 2022-2024(Fall)

Subject: Mass Communication

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Roll No: 01

Father's Name:

Impact of Instagram on the Personality Traits of University Students: An Association Study

Introduction

Currently, Instagram is one of the most widely used social networking services with around one billion active members (Statista, 2019a). The website enables users to publish visual material on their own accounts and establish connections with others through the 'following' feature. Given that the platform is predominantly accessed through mobile devices, content and its user profile pages have the capacity to offer detailed personal insights into the daily lives of users (Dwivedi, 2022), as cellphones are commonly seen as constant companions. Instagram's income is projected to increase from around 6.84 billion USD in 2018 to an estimated 14 billion USD in 2019. Notwithstanding its societal and economic significance, Instagram has received limited attention in studies thus far. There is a lack of information regarding the demographic characteristics and personality qualities of Instagram users (Jeon, 2020).

On Instagram, the only available option to express approval for others' images is a heart icon, whereas there is no way to express disapproval. Collectively, Instagram possesses certain distinctive attributes that set it apart from Facebook and other social networking sites. Prior studies indicate that distinct aspects of social networking sites (SNS) may attract individuals with varying personality traits (Henry, 2020). To comprehend the use of Instagram, it is imperative to analyse the factors that draw people towards its distinctive attributes.

Personality characteristics are indicators of an individual's cognitive, emotional, and behavioural patterns under various circumstances (Soto, 2021). The "Big Five" personality model has garnered substantial empirical validation and has become the benchmark for measuring personality traits (Wehrli, 2008). The statement asserts that there are variations among people in terms of personality qualities such as neuroticism (emotional stability), agreeableness, conscientiousness, extraversion, and openness to experience (intellect) (Caetano, 2022). Psychological scientists largely acknowledge that these personality dimensions encompass a broad range of features while minimising the number of components involved (Nevin, 2022).

Objectives of the Study

- To examine the Relationship Between Instagram Usage and Affective Needs
- To assess the Correlation Between Instagram Engagement and Cognitive Needs
- To investigate the Influence of Instagram on Personal Integrative Needs
- To examine the Association Between Instagram Usage and Social Integrative Needs
- To explore the Combined Effect of Personality Traits in Instagram Users usage

Rationale

The pervasive use of Social Media Sites (SMSs), exemplified by Instagram, has become integral in the daily lives of university students globally, with over 66% of internet users engaging in SMSs. In Pakistan, this trend is prominent, with SMSs gaining increasing distinction among university students. Recognizing the critical phase of personal and psychological development during university years, this study

dives into the impact of Instagram on the personality traits of Pakistani students. University students form identities, values, and beliefs during this transformative period, coinciding with the ubiquity of social media platforms. The research aims to analyze correlations among Big Five personality traits, daily Internet usage, and Instagram addiction in a substantial student sample. In the absence of extensive studies on Instagram, hypotheses are formulated based on general social networking research, utilizing the uses and gratification model. This investigation into the complex interplay between social media and personality traits contributes to the broader scientific knowledge in psychology and digital technology. By deepening our understanding of how technology reshapes human behavior and interaction, the study addresses the evolving dynamics of personality development in the digital age.

Hypothesis

H1: There is no significant relationship between Instagram usage and affective needs among university students.

H2: There is no significant correlation between Instagram engagement and cognitive needs among university students.

H3: Instagram usage has no substantial influence on personal integrative needs among university students.

H4: There is no significant association between Instagram usage and social integrative needs among university students.

Research Question

1. What are the Relationship Between Instagram Usage and Affective Need?
2. What are Correlation Between Instagram Engagement and Cognitive Needs
3. Do the Influence of Instagram on Personal Integrative Needs?
4. What are Association Between Instagram Usage and Social Integrative Needs?

5. Do explore the Combined Effect of Personality Traits in Instagram Users usage ?

Review of the Literature

It has been observed by scholars that social media and social networking are distinct concepts, with social media including several specialised platforms and applications (Kaplan, 2009). Social media encompasses several forms of online platforms where individuals may engage in collaborative projects (such as Wikipedia), create and share blogs or microblogs (such as Wordpress), participate in content communities (such as Flickr), connect with others through SNSs (such as Instagram), and explore virtual worlds (such as Second Life). SNS usage is a subset of social media use, which was defined by (Hamm, 2013) as a platform that allows users to connect by building personal information profiles that can be accessible by colleagues and friends. Additionally, users may communicate with each other through emails and instant messaging. Multiple ideas propose that personality characteristics significantly influence the growth and perpetuation of compulsive usage of various online applications. Uses and gratifications theory posits that individuals' media preferences are influenced by a range of psychological and social variables (Moore, 2012).

Instagram is a prominent and rapidly expanding social media network for sharing images, with around 95 million photos being uploaded on a daily basis (Liu, 2017). It is considered one of the largest platforms in this category (Alhabash, 2017). Studies indicate that a vast quantity of images are shared worldwide through different platforms, and the investigation to uncover the underlying reasons for this behaviour remains significant and ongoing (Sheldon, 2016). In order to understand the social purpose of picture sharing and the significance of digital images in today's

internet culture, it is necessary to analyse the underlying reasons (Oeldorf-Hirsch & Sundar, 2016; Malik et al., 2016).

Instagram enables users to edit as well as publish photographs and videos, receive comments and "likes" from others, follow other profiles, and be observed by others. Instagram now offers its users the capability to do live broadcasts with a newly implemented function. These characteristics can occasionally result in excessive usage due to the persistent desire to frequently share videos and photos, as well as impulsively monitoring the amount of announcements (such as likes & comments) received for the uploaded content (Balakrishnan, 2017b). Additionally, it can lead to too much stalking of others' profiles and their shared videos and photos (Marino, 2016).

Instagram, along with other social media platforms, holds a significant role in our lives as a means for individuals to fulfil their curiosity and motivation. As individuals fulfil specific criteria through the media, they experience psychological relaxation as a result of their contentment, leading to a decrease in their psychological tensions. Within this framework, the Uses and Gratifications Approach (McQuail and Windahl, 1997: 168) emphasises that individuals should prioritise the media's content in order to meet specific needs and achieve satisfaction. It further highlights that individuals are active participants in consuming media. The fundamental starting point of our approach is to focus on the issue of "what do people create using media?" rather than the question of "what effects do media have on people?" The Uses and Gratifications Approach has been employed to elucidate the specific needs that college students seek to satisfy through their use of Instagram, as well as the fulfilment they derive from this usage.

The research seeks to examine the reasons why individuals are inclined to

participate in this specific setting, considering the substantial rise in the quantity of online social network users and its establishment as a widely utilised means of communication in recent times. Despite the prevalence of a widely-used social network, it can be asserted that there has been relatively limited study conducted on Instagram thus far. Zachary McCune conducted a study in 2011 to investigate the underlying reasons why users utilise Instagram and engage in sharing activities on this platform. The study revealed six distinct forms of user motivation. The reasons are expressed as sharing, documenting, observing, building a sense of community, fostering creativity, and providing therapeutic benefits. Users may opt to participate in Instagram for several reasons. The user's incentive to actively use Instagram is influenced by several aspects, such as sharing and seeing images, as well as remaining connected with friends and celebrities. During the early 1970s, researchers initiated an investigation into the idea that individuals had diverse motivations when selecting diverse kinds of media. Elihu have established a connection between the utilisation of media and the reasons it assists consumers in attaining satisfaction. Understanding the underlying motive that drives Instagram users to connect with and share photos from their favourite brands will allow communicators to tailor their own posts in order to have a greater impact on their main client segments. (Alhabash, 2017) categorised the reasons for using Instagram as amusement, convenience, aesthetic appeal, time utilisation, self-expression, self-archiving, social engagement, and information acquisition. Furthermore, according to Sheldon P. (2016), Instagram users mostly satisfy their desires for surveillance, self-promotion, and documenting rather than engaging in communication with others.

Individuals' communication habits and diseases are indicative of their personality features, therefore establishing a clear correlation with their patterns of

media intake (Caplan, 2006). Furthermore, individuals utilise social media for various objectives, such as engaging with acquaintances, staying informed about current events, constructing online personas, or engaging in political discourse. The correlation between personality traits and social networking was previously observed in a study conducted by (Amichai-Hamburger, 2008), which focused on nostalgia websites. The researchers discovered that extroverted individuals who often visited nostalgic websites utilised the social features of the internet more frequently, in contrast to introverted individuals who also visited nostalgic websites. Nevertheless, introverted individuals who refrained from utilising nostalgic websites had a greater tendency to utilise social services on the internet compared to extroverted individuals who also refrained from using nostalgic websites.

The Five-Factor Model (FFM) is an expansive categorisation of individual characteristics that define one's personality. The model categorises the human psyche into a sequence of five-dimensional qualities (Caetano, 2022). Neuroticism is the first feature that indicates a person's inclination to undergo psychological anguish. High levels of this trait are linked to a heightened sensitivity to risk. Extraversion, the second attribute, signifies a proclivity towards sociability and the capacity to encounter joyful feelings. Openness to experience is a trait that reflects an individual's willingness to explore other ways, have intellectual curiosity, and appreciate creative activities. Agreeableness, the fourth element, pertains to interpersonal behaviour and indicates a propensity to exhibit trust, sympathy, and cooperation. The fifth dimension, conscientiousness, measures the extent to which a person is structured, industrious, and meticulous. The FFM has been utilised in several recent research to evaluate the Internet environment. For instance, Guadagno, Okdie, and Eno (2008) utilised it in their investigation of blogs.

Researchers discovered a correlation between those who had a high level of openness and neuroticism and their likelihood of being bloggers.

(Liu, 2017) examined a meta-analysis examining the associations between stability, plasticity, the Big Five personality characteristics, and the usage of social network sites. According to their findings, stability showed a negative correlation with social network site activity, whereas plasticity was a good predictor. Moreover, openness and extraversion shown the highest level of predictability in relation to the utilisation of social network sites, whereas conscientiousness, agreeableness, and neuroticism only displayed correlations with a limited number of activities. Several research have examined the correlations between personality traits and addictions connected to the Internet. The Big Five model encompasses five personality dimensions: extraversion (characterised by talkativeness and sociability), agreeableness (marked by soft-heartedness and good manners), neuroticism (characterised by short-temperedness and emotional instability), conscientiousness (characterised by being well-organized and hardworking), and openness to experience (characterised by originality and curiosity) (McCrae, 1992). A recent meta-analytic study conducted by Kayis, (2016) found that all personality factors had a notable impact on Internet addiction. This research analysed a total of 12 distinct studies. Participants with lower levels of openness, agreeableness, extraversion, conscientiousness, and higher degrees of neuroticism reported greater levels of Internet addiction. Several research have utilised the Big Five model to evaluate the correlation between personality traits and overall social media usage, including the use of specialised social networking sites (SNS). Several studies have found that individuals who are extraverted and neurotic tend to be more receptive to social media (Wang J. L., 2012). Additionally, neurotic, introverted, and dedicated students

are more likely to exhibit problematic usage of Facebook (Marino, 2016). Furthermore, individuals who are less open to new experiences, less emotionally stable, and less conscientious are greater likely to develop an addiction to Facebook (Błachnio, 2017). Lastly, introverted, less careful, and less agreeable students are more prone to addiction to Twitter. Ershad and Aghajani (2017) conducted a new study employing discriminant analysis, which revealed that those addicted to Instagram had elevated levels of neuroticism, alexithymia, as well as ambivalent and avoidant attachment styles, in comparison to non-addicted individuals (Ruggiero, 2000). However, due to the limited number of participants and the absence of a clear exposition of the techniques, measurement, and analyses instrument employed to evaluate Instagram addiction, the reliability of this study is very dubious. Previous research has mostly concentrated on examining the connection among personality traits and the excessive use of the Internet and social media platforms, particularly popular ones like Facebook and Twitter. Prior research indicates consistent results about the correlation between personality traits and the excessive use of various Internet communication platforms, as well as Internet addiction problems in general.

It expands on the theory of benefits and pleasures (U&G) and examines broader categories of individual motivations that have not been extensively studied in current literature (Katz, 1973). The U&G theory posits that consumers actively consume, interact with, and engage with media in order to satisfy their wants and desires (TE, 2000). This methodology has been employed to investigate individuals' objectives pertaining to their utilisation of social media. The study conducted by (Park N, 2009) found that people join Facebook groups mostly for the purposes of socialising, finding enjoyment, enhancing their self-status, and obtaining knowledge. The study conducted by (Henry, 2020) shown that individuals utilise Facebook to

fulfil their desires for social monitoring, acknowledgement, emotional assistance, amusement, and the expansion and upkeep of their social networks. These gratifications significantly influence the perceived significance of Facebook and the patterns of its usage. Although Facebook has been the subject of much study, there have also been studies undertaken to investigate the reasons and methods behind users' use of image-driven social networking platforms, such as Pinterest.

Research Gap

While research on social media usage and its impact on university students' personality traits has grown in recent years, there exists a noticeable gap in the literature regarding the application of the Uses and Gratification Theory within this context. Specifically, there is a need to explore how university students actively select and utilize social media platforms to fulfill their specific gratification needs and how these choices subsequently influence their personality traits. Existing studies have often examined the effects of social media on personality traits in a more general sense, neglecting the nuanced motivations and preferences of university students in their social media interactions. Therefore, a research gap persists in quantitatively investigating the extent to which students proactively seek gratification through social media usage, the platforms they choose for these needs, and the resultant impact on their personality traits. Addressing this gap is essential for a more comprehensive understanding of the connection among social media and personality traits among university students. By applying the Uses and Gratification Theory as a theoretical framework, future research can delve deeper into the active and purposeful nature of social media engagement and its consequences on the development and expression of personality traits within this specific demographic.

Theoretical framework

The theoretical framework of a research study is the foundation which can grip or support a theory. The theoretical framework presents the concept that describes why the current research problem exists. This study will look at the relationship between social media use and its impact on personality traits among university students. The uses and gratification theory were chosen because it promotes the research work. In this case, the uses and gratification theory were used because people use social media and this theory particularly explain the reasons why people use social media. It elucidates the manner in which individuals utilise the media to meet their own requirements and experience contentment upon their fulfilment. Individuals have several wants and desires that they seek to fulfil.

Uses and Gratifications theory method posits that media is incapable of exerting impact on an individual who lacks any "utility" for it within the social and psychological framework. The Uses and Gratifications Theory posits that individuals priorities their values, interests, relationships, and social norms, and selectively tailor their exposure to information or media based on these preferences (Katz, 1973). As per Katz and Blumler, individuals select specific media outlets to fulfil their desires (Katz, 1973). The Uses and Gratifications Theory elucidates the motivations and methods by which individuals actively pursue particular media in order to fulfil specific desires. This idea centres around the enquiry of "how do individuals engage with media?" This theory relies on specific assumptions (Katz, 1973):

- Media engages in competition with alternative means of fulfilling needs.
- Users possess sufficient self-awareness regarding their media preferences, interests, and motivations, enabling researchers to obtain an accurate depiction of their usage patterns.
- Media users possess the only ability to assess the worth of material. This

implies that users use their discretion in choosing to consume media, therefore attributing value to it based on their decision to engage with it.

According to (Katz, 1973), the goals for media use include:

- Cognitive demands encompass the acquisition of information, knowledge, and understanding.
- Affective needs encompass emotions, enjoyment, and sensations.
- Individual requirements for integration, such as trustworthiness, consistency, and social standing
- Social integrative needs, such as the need to engage in social interactions with one's family and friends.

The concept of Uses and Gratifications Theory is a crucial communications framework as it can be employed across several mass communication platforms, encompassing newspapers, television, radio, and the internet. With the increasing accessibility of technology and the growing prevalence of user-generated material, this technique can assist communicators in the mobile food industry in making strategic decisions on the most effective platform to target their intended customer niche.

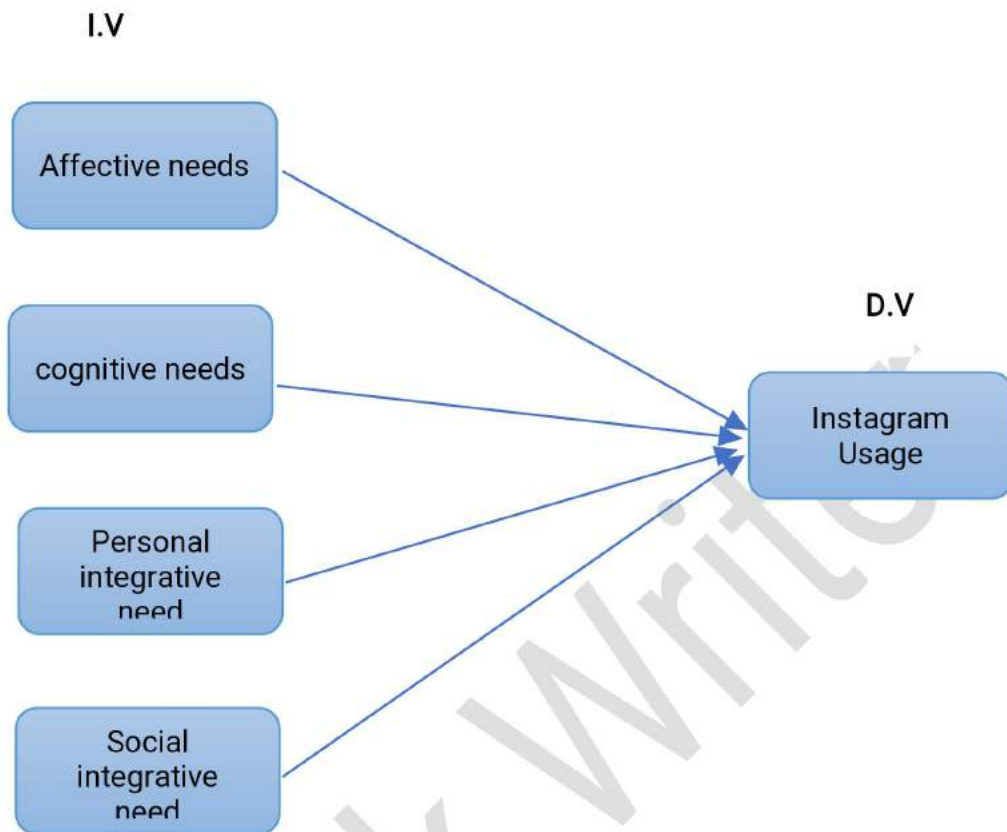


Figure 1: Conceptual Framework

Research Design and Methodology

The quantitative methodology involves a cross-sectional survey administered to a representative sample of social media users. The sampling procedure adopts a simple random sampling approach to ensure demographic diversity. Social media users will be selected based on key demographic variables: age, gender, and socioeconomic status. The sample size will be measured using a confidence level of 95% and a margin of error of 5%, ensuring statistical reliability. The data collection is from Minhaj University Lahore and the Riphah international university Lahore campus. The survey instrument will consist of structured, closed-ended questions to capture quantitative data on social media usage, and its impacts on personality traits. Likert

scales and other measurement tools will quantify participants' responses. Statistical techniques, including correlation analysis, will be employed to analyze the relationships between variables and assess the impact of social media on the personality traits. Also, Regression model will be used to predict the variation of gratification fulfillment level among the students. The quantitative data will provide numerical insights into patterns and trends, allowing for a robust statistical analysis of the cultivation effects of social media. The findings from this quantitative analysis will contribute to a comprehensive understanding of how social media impacts on personality.

$$n = \frac{N}{1 + (N \times e^2)}$$

Where,

n = Sample

N = Population

e = margin of error

e = 0.05

N = 20000 (12000 + 8000)

$$n = \frac{N}{1 + (N \times e^2)}$$

$$n = \frac{20000}{1 + (20000 \times 0.05^2)}$$

$$n = \frac{20000}{51}$$

$$n = 392$$

Sample size of (Minhaj University Lahore) MUL = 196

Sample size of (Lahore Leads University) LLU = 196

Note: The sample formula was applied for both universities.

The researcher will randomly select both departments and the program. The sample size of this research is 392 (196+196), and the researcher will distribute the

sample size among students of each selected department and program.

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Pilot Study

A pilot study was directed to check the analysis's reliability and validity. Validity is the extent to which a concept is accurately calculated in a study, and reliability means the accuracy of an instrument. In this study, the validity of the research instrument was evaluated by experts and professors from various institutions. The instrument's reliability was examined through pilot testing using Cronbach's Alpha value ((0.827) and N 107).

Limitations and Delimitations

Limitations:

- The study's findings may have limited generalizability beyond the sampled universities. While efforts will be made to achieve demographic diversity, the results may not be entirely representative of all university students in Pakistan.
- The study focuses on the Big Five personality traits and may not encompass the entirety of personality dimensions, potentially overlooking nuances and variations in individual characteristics.
- Participants may present themselves in a socially desirable manner, influencing their responses on personality trait assessments and social media usage patterns.

Delimitations:

- The study is delimited to students from Minhaj University Lahore and Riphah International University Lahore, confining the research to these specific educational contexts.
- The study is delimited to age, gender, and socioeconomic status as key demographic variables, providing a focused exploration of the impact of these factors on social media usage and personality traits.

- The research is delimited to a quantitative approach, emphasizing numerical data and statistical analyses. Qualitative insights and in-depth exploration may not be fully captured within this framework.

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Proposed Chapters for Thesis

Chapter No.1	Introduction
Chapter No.2	Historical Context/Theoretical Framework
Chapter No.3	Review of the Literature
<i>Review of the literature could be expanded two chapters if deemed necessary</i>	
Chapter No.4	Research Design and Methodology
Chapter No.5	Results and Discussions
Chapter No.6	Conclusion and Policy Implications
Last Section	References/Bibliography

QUESTIONNAIRES

Impact of Social Media Usage on the Personality Traits of University Students: An Association Study

Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Instagram using behaviour:

1. How much time do you usually spend on Instagram in a day?

1 to 2 hours,	2 to 4 hours,	2 to 4 hours	5 to 6 hours,	more than 6 hours
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2. Instagram How many Instagram accounts do you follow?

0-5	6-10	11-15	16-20	More than 20
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3. How often do you post pictures/videos on your Instagram account?

Daily	2-3 Times a Week	Once a Week	Once a Month	Never
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4. How many total posts do you have on your Instagram account?

0-5	6-10	11-15	16-20	More than 20
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5. How many followers do you have on Instagram?

0-5	6-10	11-15	16-20	More than 20
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Reason to use Instagram:

6. I use Instagram to find out new information.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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7. Using Instagram makes me cool among my peers.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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8. I use Instagram to share other people's photos or videos.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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9. I use Instagram to be entertained.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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10. I use Instagram to stay in touch with friends and family.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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11. I use Instagram to share my ideas.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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12. I use Instagram to feel inspired.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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13. I use Instagram to feel good about myself.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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14. I use Instagram to enhance my credibility.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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15. Increase credibility or status.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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Personality traits:

16. I see myself as extraverted, enthusiastic.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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17. I see myself as critical, quarrelsome.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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18. I see myself as dependable, self-disciplined.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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19. I see myself as anxious, easily upset.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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20. I see myself as open to new experiences, complex.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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21. I see myself as reserved, quiet.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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22. I see myself as sympathetic, warm.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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23. I see myself as disorganized, careless.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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24. I see myself as calm, emotionally stable.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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25. I see myself as conventional, uncreative.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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Upwork Writer

Name:

Research Scholar: M.Phil. Mass Communication

Report of the Supervisor

Supervisor

Head, School of _____

Professor Dr.
Associate Dean/Convert Mentor Committee
Faculty of Social Science and Humanities

Work Plan**3rd Semester (16 Weeks)**

04 weeks	Literature Review	Comments by Supervisor
02 weeks	Methodology	Do
08 weeks	Data Collection	Do
02 weeks	Data Analysis	Do

4th Semester (16 weeks)

10 weeks	First Draft	Comments by Supervisor
03 weeks	Second Draft	Do
02 weeks	Final Draft	Do
01 weeks	Submission of Thesis	Do