

Message for the Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 81 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

“We want the education by which the character is formed, strength of mind is increased, the intellect is expands and by which one can stand on one’s own feet.”

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto ‘स्वाध्यायः परमम् तपः’ does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students. Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT.

The University is offering MA in Journalism and Mass Communication course under the School of Humanities of Social Sciences, it aims to emerge its learners as excellent communicators in the global arena by developing skills in thinking, reading, writing, and editing, audio-video production and more.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.



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Media Research & Research Paper Writing

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Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

MAJMC-18
Media Research & Research Paper Writing
(Elective Paper)

Paper

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UNIT : 1

RESEARCH PAPER AND RESEARCH ARTICLE

:: STRUCTURE::

1.0 Objective

1.1 Introduction

1.2 Objectives of Research

1.3 Understanding Research Paper

1.3.1 Types of Research Papers

1.4 Understanding Research Articles

1.4.1 Types of Research Articles

1.5 Check Your Progress

1.6 References

1.0 OBJECTIVE

This unit briefly discusses:

- Understanding Research paper and its types
- Understanding Research articles and their types

1.1 INTRODUCTION

Research may be broadly defined as a systematic gathering of data and information and its analysis to advance knowledge in any subject. Research attempts to find answers to intellectual and practical questions through systematic methods. Webster's Collegiate Dictionary defines research as "studious inquiry or examination; esp.: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws". Some people consider research as a movement, a movement from the known to the unknown.

It is a voyage of discovery. We all possess the vital instinct of inquisitiveness. When the unknown confronts us, we wonder, and our curiosity makes us probe and attain a fuller understanding of the novel.

This inquisitiveness is the mother of all knowledge and the method that man employs to obtain knowledge of whatever the unknown can be termed research.

Research is an academic activity, so the term should be used in a technical sense. According to Clifford Woody, the research comprises defining and redefining problems, formulating a hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the findings to determine whether they fit the formulating hypothesis. D. Steiner and M. Stephenson in the Encyclopedia of Social Sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in the construction of theory or the practice of an art.”

Research is, thus, an original contribution to the existing stock of knowledge, making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through an objective and systematic method of finding a solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. The term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

1.2 OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of the research is to find out the hidden truth which has not been found yet. Though each research study has its specific purpose, we may think of research objectives as falling into several following broad groupings:

- To gain familiarity with a phenomenon or achieve new insights (studies with this object in view are termed exploratory or formulative research studies).
- To portray accurately the characteristics of a particular individual, situation, or group (studies with this object in view are known as descriptive research studies).
- To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies).
- To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

1.3 UNDERSTANDING RESEARCH PAPER

A Research paper is a piece of academic writing or an extended essay that presents the author's original and independent research on any topic and the analysis and interpretation of the research findings. The research paper must be clear, concise, focused, structured and backed up by evidence. It has a formal tone and style, but it is not complex and does not require the use of long sentences and complicated vocabulary because its purpose is to aid the reader's understanding.

1.3.1 Types of Research Papers

Research papers are of different types, and identifying what type of research paper to use is a critical task. The most suitable research paper type is always chosen to keep in mind your research paper topics, research methodologies, and how you analyse your data.

7 Different Types Of Research Papers

- 1 Analytical Research Paper
- 2 Argumentative Research Paper
- 3 Cause and Effect Research Paper
- 4 Experimental Research Paper
- 5 Problem-Solution Research Paper
- 6 Report Paper
- 7 Survey Research Paper

1. Analytical Research Paper

Describe multiple points of view, → Analyse all topics → Draw a conclusion

Analytical Research Papers imply analysing facts, events, issues, and ideas. In this, the researcher at first describes multiple points of view about the research problem, then analyse all the related topics by collecting relevant information from various other researchers and finally draws a conclusion. During Analytical Research, the researcher must remain neutral, i.e. paper should not favour one point and oppose another.

In Analytic Research Paper, the researcher does not face difficulty describing multiple points of view but analysing them.

2. Argumentative Research Paper

Describe the problem from two different viewpoints → Propose pros and cons → Give preference to one.

An argumentative Research Paper, as the name suggests, involves arguments about the research topic from two different viewpoints. In this type, the researcher must describe the problem with two opposing views, analyse them to propose their pros and cons and finally supports one perspective. This research paper mainly focuses on getting the readers to favour your point of view.

3. Cause and Effect Research Papers

Describe the situation → , Present causes/effects, → and Draw a conclusion

This paper is usually assigned to the freshers. The main aim of this paper is to teach the researcher how to write a research paper. This paper includes:

- A detailed study of various research topics
- Organization of the writing process
- Application of specific styles to text
- Citations and references

In this research paper, the researcher first describes the problem, then explain its causes and effects and finally gives the conclusion.

4. Experimental Research Paper

Conduct the experiment, → Share beneficial experiences, → Provide data, and sum up

While writing an Experimental paper, the researcher must describe the whole experimental process. The researcher conducts the experiment, shares his valuable experiences, and finally provides the relevant data and sums up his research. These research papers are usually written for biology, chemistry, physics, psychology, and sociology. The researcher must describe his experiment with supporting data and experimental analysis in this research paper.

5. Problem-Solution Research Paper

Describe the problem, → Propose a solution → Defend it

As the name suggests, the Problem-Solution Research Paper aims to find solutions to specific problems. In this research paper, the researcher describes the problem, analyses the available information, finds possible solutions, and proves their effectiveness by giving examples, details, statistical data, etc.

6. Report Paper

Outline the work done on a particular topic → Sum up findings.

In the Report Paper, the researcher needs to gather all the information about the research topic, describe the most valuable data characteristics,

and finally sum up his findings. This paper aims to provide all the facts and necessary information about the research topic.

7. Survey Research Paper

Conduct a survey → Analyse findings → Draw conclusions

In this paper, the researcher has to do the research, interpret data, analyse findings, and finally draw conclusions. In this, the survey is conducted by asking questions to respondents. This analyses behaviour in different conditions.

These all are the different types of a research paper. If you have any queries or want other information regarding research papers, please tell us in the comment section. If you are having any difficulty in determining the type of research paper or in making a research paper the, feel free to take Research Paper help from our experts

1.4 UNDERSTANDING RESEARCH ARTICLES

There are many different kinds of articles published every year in scholarly literature. Original research articles are often the first thing you think of when you hear the words ‘journal article’. In reality, research often results in a whole mixture of different outputs, and it’s not just the final research article that can be published.

Finding a home to publish supporting work in different formats can help you start publishing sooner, allowing you to build your publication record and research profile.

But before you do, you must check the instructions for authors and the aims and scope of the journal(s) you’d like to submit to. These will tell you whether they accept the type of article you’re thinking of writing and what requirements they have around it.

There’s a wide variety of different types of articles – some unique to individual journals – so it’s essential to explore your options carefully. While it would be impossible to cover every single article type here, below, you’ll find a guide to the most common research articles and outputs you could consider submitting for publication.

1.4.1 Types of Research Articles

Book Review

Many academic journals publish book reviews to provide insight and opinion on recently published scholarly books. Writing book reviews is often an excellent way to begin academic writing. It can help you get

your name known in your field and give you valuable publishing experience before you write a full-length article.

If you're keen to write a book review, an excellent place to start is looking for journals that publish or advertise the books they have available for review. Then it's just a matter of putting yourself forward for one of them.

You can check whether a journal publishes book reviews by browsing previous issues or seeing if a book review editor is listed on the editorial board. In addition, some journals publish other types of studies, such as film, product, or exhibition reviews, so it's worth bearing those in mind as options.

Case Report

A medical case report – also sometimes called a clinical case study – is an original short report that provides details of a single patient case. Case reports include detailed information on the symptoms, signs, diagnosis, treatment, and follow-up of an individual patient. They remain one of the cornerstones of medical progress and provide many new ideas in medicine.

Depending on the journal, a case report doesn't necessarily need to describe an especially novel or unusual case as there is benefit from collecting details of many standard points.

Clinical Study

In medicine, a clinical study report is an article that provides in-depth detail on the methods and results of a clinical trial. They're typically similar in length and format to original research articles.

Most journals now require that you register protocols for clinical trials you're involved within a publicly accessible registry. A list of eligible registries can be found on the WHO International Clinical Trials Registry Platform (ICTRP). Trials can also be registered at clinicaltrials.gov or the EU Clinical Trials Register. Once registered, your problem will be assigned a clinical trial number (CTN).

Before submitting a clinical study, you'll need to include clinical trial numbers and registration dates in the manuscript, usually in the abstract and methods sections.

Commentaries and Letters to Editors

Letters to editors and 'replies' and 'discussions' are usually brief comments on topical issues of public and political interest (related to the research field of the journal), anecdotal material, or readers' reactions to material published in the journal.

Commentaries are similar, though they may be slightly more in-depth, responding to articles recently published. There may be a ‘target article’ to which various commentators are invited to respond to.

You’ll need to look through previous issues of any journal you’re interested in writing for and review the instructions for authors to see which types of these articles (if any) they accept.

Conference Materials

Many of our medical journals accept conference material supplements. These are open access peer-reviewed, permanent, and citable publications within the journal.

Conference material supplements record research around a common thread, as presented at a workshop, congress, or conference, for the scientific record. They can include the following types of articles:

- Poster extracts
- Conference abstracts
- Presentation extracts

Data Notes

Data notes are a short peer-reviewed article type that concisely describes research data stored in a repository. Publishing a data note can help you maximise your data’s impact and gain appropriate credit for your research.

Data notes promote the potential reuse of research data and include why and how the data were created. They do not have any analysis, but they can be linked to a research article incorporating an analysis of the published dataset and the results and conclusions.

Datasets

Research data varies by discipline and subject area. It doesn’t just mean data files or spreadsheets; it can take many forms such as video, transcripts, questionnaires or slides. It’s now possible – and sometimes even required by funders or journals – to share datasets that accompany your research.

Sharing data improves the robustness of the research process and encourages re-use. But in addition, depositing data in a repository that mints a permanent identifier such as a DOI allows others to cite the data set and gives you appropriate credit for your work.

Letters or Short Reports

Letters or short reports (sometimes known as brief or rapid communications) are brief reports of data from original research. Editors publish these reports where they believe the data will be interesting to

many researchers and could stimulate further research. There are even entire journals dedicated to publishing letters.

As they're relatively short, the format is helpful for researchers with time-sensitive results (for example, those in highly competitive or quickly-changing disciplines). This format often has strict length limits, so some experimental details may not be published until the authors write a full original research article.

Registered Report

A Registered Report consists of two different articles: a study protocol and an original research article.

This is because the review process for Registered Reports is divided into two stages:

In Stage 1, reviewers assess study protocols before data is collected. In Stage 2, reviewers consider the complete published study as an original research article, including results and interpretation.

Taking this approach, you can get an in-principle acceptance of your research article before you start collecting data.

Research Article

Original research articles are the most common type of journal article. They're detailed studies reporting new work and are classified as primary literature.

Depending on the journal, you may find them referred to as original articles, research articles, research, or even just articles.

Typically, especially in STEM subjects, these articles will include Abstract, Introduction, Methods, Results, Discussion, and Conclusion sections. However, you should always check the instructions for the authors of your chosen journal to see whether it specifies how your article should be structured.

Review Article

Review articles provide critical and constructive analysis of existing published literature in a field. They're usually structured to summarise existing literature, analysis, and comparison. Often, they identify specific gaps or problems and provide recommendations for future research.

Unlike original research articles, review articles are considered secondary literature. This means that they don't present new data from the author's experimental work but instead provide analysis or interpretation of a body of primary research on a specific topic. Secondary literature is an integral part of the academic ecosystem because it can help explain new

or different positions and ideas about primary research, identify gaps in research around a topic, or spot important trends that one individual research article may not.

There are three main types of a review article:

Literature Review – presents the current knowledge, including substantive findings and theoretical and methodological contributions to a particular topic.

Systematic Review – identifies, appraises and synthesizes all the empirical evidence that meets pre-specified eligibility criteria to answer a specific research question. Researchers conducting systematic reviews use explicit, systematic methods that are selected to minimise bias to produce more reliable findings to inform decision-making.

Meta-Analysis – a quantitative, formal, epidemiological study design used to systematically assess the results of previous research to derive conclusions about that body of research.

Typically, but not necessarily, a meta-analysis study is based on randomised, controlled clinical trials.

1.5 CHECK YOUR PROGRESS

Q1. Explain the Research and objective of the Research.

Q2. Describe in brief any five types of Research Paper

Q3. Explain three types of Review Articles.

Q4. Describe any four types of Research Article

1.6 FURTHER READING & REFERENCES

- <https://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf>
- <https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/different-types-of-research-articles/>
- <https://www.editage.com/insights/6-article-types-that-journals-publish-a-guide-for-early-career-researchers>
- <https://paperpile.com/g/types-of-research-papers/>

UNIT : 2

THE THEORETICAL CONTOURS OF RESEARCH

:: STRUCTURE::

2.0 Objective

2.1 Introduction – Types of Research

2.2 Scientific Publications

2.3 Types of Publications

2.3.1 Introduction

2.4 Publication Types

2.5 Check your Progress

2.6 References

2.0 OBJECTIVE

This unit briefly discusses:

- Learning different types of research
- Learning different publication types

2.1 INTRODUCTION – TYPES OF RESEARCH

Types of research can be classified in many ways. Some major significant ways forms of organising research include the following.

- Descriptive versus Analytical Research
 - Applied versus Fundamental Research
 - Qualitative versus Quantitative Research
 - Conceptual versus Empirical Research
-
- **Descriptive Research** concentrates on finding facts to ascertain the nature of something as it exists. In contrast, analytical research is concerned with determining the validity of a hypothesis based on the analysis of facts collected.
 - **Applied Research** is carried out to find answers to practical problems to be solved and as an aid in decision making in

different areas, including product design, process design and policymaking. **Fundamental Research** is carried out more to satisfy intellectual curiosity than to use the research findings for any immediate practical application.

- **Quantitative Research** studies aspects of the research subject that are not quantifiable and, hence, not subject to measurement and quantitative analysis. In contrast, **Quantitative Research** makes substantial use of measures and quantitative analysis techniques.
- **Conceptual research involves investigating** thoughts and ideas and developing new ideas or interpreting the old ones based on logical reasoning. In contrast, empirical research is based on firm verifiable data collected by observing facts under natural conditions or obtained through experimentation.

All other types of research are variations of one or more of the above-stated approaches, based on either the purpose of study, the time required to accomplish research, the environment in which research is done, or based on some other similar factor. From the point of view of time, we can think of study either as one-time research or longitudinal research.

In the former case, the research is confined to a single time period, whereas in the latter case, the research is carried on over several time periods. Research can be field-setting research or laboratory, laboratory research, or simulation research, depending upon the environment in which it is to be carried out. Research can as well be understood as clinical or diagnostic research. Such research follows case-study methods or in-depth approaches to reach the fundamental causal relations. Such studies usually go deep into the causes of things or events that interest us, using tiny samples and intense probing data-gathering devices.

The research may be exploratory, or it may be formalized. The objective of exploratory research is the development of hypotheses rather than their testing, whereas formalized research studies are those with substantial structure and specific hypotheses to be tested. Historical research utilizes historical sources like documents, remains, etc., to study events or ideas of the past, including the philosophy of persons and groups at any distant point of in time. Research can also be classified as conclusion-oriented and decision-oriented.

While doing conclusion, a researcher is free to pick up a problem, redesign the enquiry as he proceeds and is prepared to conceptualise as he wishes. Decision-oriented research is always for the need of a decision-maker and the researcher, in this case, is not free to embark upon research according to his inclination.

Operations research is an example of decision-oriented research since it is a scientific method of providing executive departments with a quantitative basis for decisions regarding operations under their control.

Importance of Research Publication

It is getting a research project published in an accredited journal holds benefits for both the researcher and the institution hosting the journal. The research, including its scientific and practical contributions, is disseminated to others in a particular field through publication through publication, the research, including its scientific and practical valuable contributions, is disseminated to others in a particular in a specific field. This makes scientific researchers and practitioners with similar interests aware of new knowledge in their field, and it helps to advance knowledge and its application.

The Journey from Research to Journal Publication

The first step is writing up the research. It is good practice to send the article to a colleague to check for sense-making and after that for language editing before submitting it to the journal editor. Each journal has its own specific set of guidelines, which must be strictly adhered to.

If the article gets accepted for review, the journal editor will send it to several peer reviewers for a blind review. The peers will each advise the editor to recommend approving the article (this usually does not happen on the first review), sending it back for revision, or rejecting it. If modifications are recommended, the process continues until a final decision can be made on whether or not to publish the article.

2.2 SCIENTIFIC PUBLICATIONS

It's essential to be aware of the different types of literature and the variety of publication types within each class. It's also important to honestly evaluate your work to determine what publication type is most appropriate for your study.

Determining the appropriate target journal and publication type in advance, and complying with the instructions set out in the Guide for Authors of the target journal, as they relate to the relevant publication type, will increase your chances of acceptance for publication and shorten the time from initial submission to approval.

Primary vs Secondary Literature

The most important distinction among publication types is between the primary and secondary literature. The primary literature refers to where original scientific research is first published in a publicly accessible document.

This includes most journal papers, conference proceedings, theses and dissertations. The information published in the primary literature is later

condensed and reorganised into the secondary literature, including textbooks, book chapters, review articles, indexing and abstracting services and various other forms of information compilation.

The role of the primary literature is to share new findings with the broader community; the part of the secondary literature is to compile and organise the information in the primary literature into an easily accessible and understandable format.

Some journals publish papers of both types in addition to features, news and other sections. In contrast, some journals can be considered exclusively primary journals (that is, publishing solely primary literature, the results of original research), and others can be regarded as secondary journals (specialising in review articles). It is worth being aware of this when choosing journals and establishing relationships with editors.

It's also worthwhile thinking about possible review article themes when you have established some authority in your area of research.

2.3 TYPES OF PUBLICATIONS

2.3.1 Introduction

Among journals publishing primary research, there is an excellent variety of publication types. It is helpful to be aware of these when starting to think about writing up your work because one kind of primary publication format might be more appropriate for your career than another.

Most academic journals list the publication types they publish on their web pages. Some of the possible types of the manuscript include the following:

- Full-length papers
- Rapid communications
- Short communications
- Letters to the editor
- Case reports
- Technical or Laboratory notes
- Methods

Each of these publication types will have a slightly different format set out in the journal's Guide for Authors.

When preparing any manuscript, please read the instructions in the Guide for Authors closely and follow them precisely.

If you are not sure what format or journal is best for your work, you can always send a journal editor a pre-submission inquiry. Many journals offer this facility, and even in those who don't, the editors will likely reply to a polite question about possible publication.

Such an inquiry should contain a brief outline of the research you wish to publish and why it is particularly timely and of relevance to the readers of

that journal. It would will help if you mentionedmentioned to mention how many potential display items your paper will contain and what each of them shows.

Unlike manuscript submissions (see our information on ethics), pre-submission inquiries can be sent to multiple journals simultaneously. When you receive a favourable response, you can proceed with writing the introduction, discussion and abstract and reformatting the methods and results in sections as appropriate.

This approach enables you to use the correct amount of references (many journals/publication types have a limit on the number of references that can be included) and comply with section word limits, preventing the need for rewriting an existing manuscript.

Choosing the right journal can optimize the communication of your research to the world. Expert insight can help you find reputable publishers and ensure that open access is the right platform for you.

2.4 PUBLICATION TYPES

The kind of information needed determines the choice of information source. Different types of publications contain different types kinds of information, or it is presented differently, generally with the target group in view. The timing of publishing information varies according to the type kind of publication.

The different publication types are listed according to the publication speed of the information:



Social Media and Web Pages

Typical websites are the social media profiles or home pages of individual persons, companies, organizations, institutions and administrative bodies. Distribution of information and business purposes are typical examples of their use.

Web pages can provide immediate information about events and always be up-to-date. They may contain additional material related to a printed source or TV and radio programmes, news etc.

- time of publication: from this moment onwards to several years after the event
- target group: wide audience, school children, students, researchers
- authors: individuals, societies, organisations

- contents and content structure: very diverse; topics of the texts range from general overviews to single pieces of information, may also include pictures and sound
- content viewpoint: varies from scientific to entertainment according to the nature of the web-page

Newspapers

A newspaper is a publication which comes out regularly, is typically funded by paid subscriptions and advertising and can be published in printed and electronic format. It contains news and articles that report or comment on different aspects of life and society. Current events and surveys form their main contents, but they also have material on culture, sport, entertainment and other topics. The distribution of newspapers can be on the national, regional or local level.

- time and frequency of publication: reports news daily to weekly. Published daily or on a few days a week.
- target group: wide readership
- authors: journalists, editorial staff, expert columnists
- content and structure: from news surveys to review articles and opinions. Articles typically provide answers to the questions of who, what, where, when and how. An editorial presents the newspaper's view on a current topic. Articles do not include bibliographies.
- breadth of articles: varied
- the viewpoint of the contents: dependent on the degree of regionality, the political affiliation,, for example, the degree of regionality, the political affiliation etc.
- publisher: a commercial publisher or a political party

Conference Proceedings

Conference proceedings are used to describe a publication that contains describes a publication containing papers presented at a congress, conference, seminar, workshop, or any other such meeting or training session. The publication includes the oral presentations or discussions of a particular meeting in the form of full texts or summaries. The proceedings can be published in a book or a supplement of a journal journal supplement. They are often called Proceedings of the International Congress/Conference/ Symposium/Colloquium/Meeting of...

- time of publication: published either before or after a meeting. Articles published before an appointment are often assessed by a referee.
- target group: participants of the meeting, researchers, experts, and others with an interestwith interest in the subject.
- nature of the contents: new research results, findings, inventions
- authors: researchers, presenters

- contents and structure: abstracts, articles from the meeting
- breadth of articles: an abstract is brief, and an article can be several pages long
- publisher: scientific societies, organisations, commercial publishers

Magazines

Magazines are published at regular intervals. In terms of content, the articles can be general, or popular scientific information, political reviews, economic or consumer information, and may also be articles related to hobbies. There is great variety in size and paper quality, or they may be published uniquely as web publications.

- time and frequency of publication: varies from one week to a month from the occurrence of events. Published at least four times during a calendar year.
- target group: wide readership, people with a special particular interest
- authors: journalists, experts, people with a special particular interest in the subject
- contents and structure: overviews, summaries, more analytical than newspapers. They answer the questions who, what, where, when and how; they may also contain the analytical question why. Depending on the magazine, an article may contain bibliographic information.
- breadth of articles: ranging from one to several pages.
- publisher: a commercial publisher, societies, associations, organisations.

Scientific Journals

Scientific journals are the most important crucial essential publication channels for scientific information. With many scientific journals, the quality is guaranteed by an evaluation policy whereby experts from the same field assess an article's contents and its publication merits. This assessment process is called a referee or peer review policy, and therefore these magazines are often called 'refereed journals'. Such journals are published regularly, either monthly or quarterly, or may also be published irregularly. Still, nevertheless with some, they may also be published irregularly, but nevertheless with some degree of frequency. The articles in this kind of journal follow an agreed structure, and they contain enough information to allow replication of the research described.

- time of publication: from monthly to yearly intervals
- target group: researchers, experts and students
- nature of contents: research results, theoretical
- authors: researchers, experts
- contents and structure: detailed research descriptions, research results, statistics, tables, analyses, bibliographies

- length of the article: several pages, normally typically usually more than 5 five pages
- content viewpoint: represents a current, objective/neutral view, presented in scientific language, often supported by scientific societies
- publisher: scientific societies and commercial publishers

Reference Works

- **An Encyclopaedia** is an extensive compilation of information. It may be general, containing information about a large significant amount of many different topics, or it may focus on a particular subject matter such as medicine or engineering. Some encyclopaedias concentrate on offering information from a certain particular cultural or national point of view. An encyclopaedia may be arranged according to headings, either in an alphabetical order or alphabetically or by subject matter. Alphabetical order is the most common, particularly in general encyclopaedias. Articles in encyclopaedias may vary in length from a few sentences to several pages, depending on the encyclopaedia.
- **A Dictionary** is a reference work that presents words, usually in alphabetical order, chosen according to some kind of reference work that presents words, usually in alphabetical order, chosen selected according to some particular criteria. In monolingual dictionaries, explanations are given for the words/terms; other dictionaries offer foreign language equivalents of the words/terms.
- **A Handbook** is a kind of reference work that presents central information from a particular subject field. Handbooks are useful, valuable sources of factual information, which provide help in solving practical problems. They may contain, for instance, tables, constants and standards, and often they offer references to other sources of information.
- **A Table** is a numerical or other such presentation of information in a list format, usually using several columns (e.g. mathematical tables, physics and chemistry tables, statistics).
- time of publication: from months to several years from the event
- target group: wide audience, experts, researchers
- authors: experts, researchers
- contents and structure: dependent on the particular reference work; general overviews, statistics, numbers, verbal explanations
- breadth: dependent on the particular reference work
- publisher: commercial publishers, scientific societies

Books

- **Scholarly books** can be reference works or handbooks for a whole discipline or for just one particular subject area, written by one or more authors about a particular on a specific topic, or they can be composed of an array of articles which that a journalist or editorial board has compiled into a book.
- **A Monograph** is written completely completely, entirely written by just one author or a group of authors. It may also appear as a part of a publication series.
- **An Edited Scholarly Book** is a work that has not been written completely completely, entirely written by just one author or a group of authors, rather; instead, the contents have usually been collected from several authors and edited. The title page of a book says 'Edited' or 'ed', or Herausgegeben (hrsghrs.), Redigerad (red), depending on the language of the publication.
- **A chapter contributed to a scholarly book/publication series** as part of an edited book. An author or a group of authors write a chapter, section or an article for a scholarlyscholarly academic book edited by someone else. The same person or a group can act both as editor of the book and contributor of one or more chapters.
- **A textbook** is a work specifically written to be a course book coursebook. It is not necessarily apparent that the book was originally writteninitially written to be a course bookcoursebook. Course books are usually more readable than scholarly works.
- time of publication: from one to several years after the event
- target group: wide audience, school children, students and researchers
- authors: researchers, experts
- contents: detailed analysis of the subject, sometimes articles written by several authors, includes an index of references and contents and often a subject index and a list of authors as well
- length: many pages, often exceeding one hundred.
- publisher: commercial publishers, scientific societies, business enterprises, administrative organizationsorganisations, educational establishments

Patents

The patent publications are the a significant information source of for the product development. The patent literature gives information about the dominating level of the technique and prevents. It prevents the company from wasting resources to on the overlapping study or use of the technique method that has already been protected in its own solutions.

The patents can be utilised merely for the following of the development of the field of a certain technique, too. The information contained by in the patent literature is not usually found anywhere else.

The protection given by the patent is widely used for the protecting of to protect the new economically significant technique. For this reason, the new latest technical solutions and the strategy trends of companies can be often seen at first only in the patent literature. The number of the patent applications increases continuously, and the number of the applications in the biggest most significant patent office (China) was over a million already in 2015.

The patent information is necessary in for several fields of the technology also technology fields and in the competitor follow-up. From the patent information can be followed in in what countries or which field area are the competitors' patenting active and in which direction the products are being developed. By following patent applications continuously, the companies avoid from drifting to into unintentional patent offences and, on the other hand, are ready to react at to the competitors' claim times and offences violations of their own patents.

2.5 CHECK YOUR PROGRESS

Q1 Explain different types of research.

Q2 Write short note on scientific publication

Q3 Explain any 3 three types of publication

Q4 Explain Explain the Book type of publication

Q5 Explain reference work type of publication.

2.6 REFERENCES

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UNIT : 3**SELECTING RIGHT RESEARCH
TOPIC & METHODOLOGY****:: STRUCTURE::**

- 3.0 Objective**
- 3.1 Introduction**
- 3.2 Steps- Choosing Research Topic**
- 3.3 Research Methodology**
- 3.4 Criteria of Good Research**
- 3.5 What is Research Methodology?**
- 3.6 Qualitative, Quantitative and Mixed-Method
Methodologies**
 - 3.6.1 Data Collection Methods**
 - 3.6.2 Data Analysis Methods**
- 3.7 How to choose a Research Methodology?**
- 3.8 Check your Progress**
- 3.9 References**

3.0 OBJECTIVE

This unit briefly discussesdiscusses:

- Learning ways to choose the right Research Methodology
- Understanding different types of methodologies

3.1 Introduction

Being able to choose suitable research topics is an important skill to have for any student. Not only is it the difference between writing a good paper and falling flat on your face, it's imperative if you want the process to run smoothly.

The importance of writing a good paper can lead anyone to feel an enormous and looming weight hanging over their heads as time passes, however, if you know a few crucial steps choosing the right research topics can be quick, easy and even fun.

Think of the who, what, when, where and why questions:

WHY did you choose the topic? What interests you about it? Do you have an opinion about the issues involved?

WHO are the information providers on this topic? Who might publish information about it? Who is affected by the topic? Do you know of organizations or institutions affiliated with the topic?

WHAT are the major questions for this topic? Is there a debate about the topic? Are there a range of issues and viewpoints to consider?

WHERE is your topic important: at the local, national, or international level? Are there specific places affected by the topic?

WHEN is/was your topic important? Is it a current event or an a historical issue? Do you want to compare your topic by time periods?

3.2 STEPS- CHOOSING RESEARCH TOPIC



1. Brainstorm Some Research Topics

The first and probably the easiest step is to have a brainstorming session to see what topic is best for you. It's best to find something that interests you, but you shouldn't be afraid to go out of your comfort zone a little bit. Look at what is going on in the news and see if anything sparks a creative burst of thought. Make a long list of possible choices and begin the selection process.

2. Select a Topic

The next step is selecting a topic that might sound obvious and straightforward but doing this step right is important if you want the rest of the process to be painless.

A common mistake students can make, is getting far too specific at the early stages, however, selecting the right topic is a process of elimination. The objective of starting off with a finalized idea is to save time, but the time you will spend getting to that stage will help you with the rest of the process, so it's best not to rush it.

Start off by picking a very broad subject and the more widespread, the better. So if you decide to write about a multi-faceted subject such as music do it! The next steps will solidify your idea and bring you closer to that final draft.

3. Get Super Specific

Once you have a broad subject, the next step is to get super-specific. This will help you determine whether or not your subject has depth and is worth perusing. If this step takes a little time and you find yourself changing your mind about your topic don't worry because once you nail this step, the rest will be easy.

The idea is to get your broad idea and then extract a particular element of that subject. Then, you have to take that aspect and make that even more specific. For example, if your topic is about music get specific by making it about blues music. And then get even more precise by making it about the effect and influence blues from rural Mississippi had on Chicago blues in the '50s; this is how you make a paper unique as well as interesting.

4. Define Your Topic as a Question

Once you have a specific topic you now need to define it as a question that will help you with the context of your paper. So, if your chosen topic is the "The effect Mississippi Blues had on Chicago blues in the 50's" You need to change it to something along the lines of: "How has rural Mississippi Blues influenced mainstream Chicago Blues"

5. Research Your Topic More / Create an Outline

At this stage you essentially have a paper that is waiting to be written, all you have to do now is some in-depth research on the specific aspects of

your paper, and create an outline of what you want your paper to say. Write a two-sentence answer to your defined topic question, and you are ready to begin.

The hardest part is complete; in only five steps, you have your research topic. Now all you need to do is write it!

The first thing you should do is make a list of things that you want your research paper to say, how you want to say it, and how you want it to be perceived. Create aims and goals and write a timeline of when and how you want to achieve them, but before you do so, be sure to take note of the five steps above and put them into practice before you write a single word.

3.3 RESEARCH METHODOLOGY

Often you're assigned a topic to write about or asked to choose among several topics. When you can choose your own topic, keep the following points in mind:

Choose a topic that's appropriate to the length of your paper. Students often pick topics that are too broad to be adequately covered. Narrow topics lead to close observation, while broad topics lead to overgeneralization. If you're writing a five-page paper, don't write on the history of women's rights; instead, write about one incident in the history of women's rights. Even a personal or descriptive essay will be better if you choose a narrow topic—your childhood in a small town, for example, rather than your childhood, or your uncle's barn rather than the Midwest.

Avoid a topic that will tempt you to summarize rather than to discuss or analyse. Don't choose the plot of *Macbeth* but how the final scene of *Macbeth* illustrates the play's theme. The second topic is narrower and less likely to lead to a summary. When considering a topic, ask yourself if it can lead to a reasonable thesis.

Choose a topic that interests you. If you don't care about limiting cigarette advertising, don't select it as a topic for a persuasive essay. You'll have more to say, and you'll write better, on something you care about. Generally, if you choose a topic that is interesting to you, then your reader will find it interesting too.

If your assignment requires research, choose a topic on which you can find material. Even when you aren't writing a research paper, make sure you select a subject that you can develop with sufficient details.

After you've picked a topic, don't be afraid to change it if it isn't working out. Instructors would rather you write a good essay than that you grind out pages on something that was a poor choice.

Introduction – Research Methodology

Research Approaches

The above description of the types of research brings to light the fact that there are two basic approaches to research, viz., the quantitative approach and the qualitative approach. The former involves the generation of data in a quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion formally and rigidly. This approach can be further sub-classified into inferential, experimental and simulation approaches to research. The purpose of the inferential approach to research is to form a data based database from which to infer characteristics or relationships of the population.

This usually means survey research where a sample of the population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics. Experimental The experimental approach is characterized by much greater control over the research environment and in this case some variables are manipulated to observe their effect on other variables. Simulation The simulation approach involves the construction of an artificial environment within which relevant information and data can be generated. This permits an observation of the dynamic behavior behaviour of a system (or its sub-system) under controlled conditions.

The term ‘simulation’ in the context of business and social sciences applications refers to “the operation of a numerical model that represents the structure of the dynamic process. Given the values of initial conditions, parameters and exogenous variables, simulation is run to represent the behavior behaviour of the process over time.”⁵ Simulation approach can also be useful in building models for understanding future conditions.

Qualitative approach to research is concerned with subjective assessment of attitudes, opinion opinions sand and behaviour. Research in such a situation is a function of the researcher’s insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. Generally, the techniques of focus group interviews, projective techniques and depth interviews are used.

Research Methods versus Methodology

It seems appropriate at this juncture to explain the difference between research methods and research methodology. Research methods may be understood as all those methods/ techniques that are used for the conduction of research. Research methods or techniques*, thus, refer to the methods the researchers use in performing research operations. In other words, all those methods

which are used by the researcher while studying his research problem are termed as research methods. Since the object of research, particularly the applied research, it is to arrive at a solution for a given problem, the available data and the unknown aspects of the problem must be related to each other to make a solution possible. Keeping this in view, research methods can be put into the following three groups:

1. In the first group we include those methods which are concerned with the collection of data. These methods will be used where the data already available are not sufficient to arrive at the required solution.
2. The second group consists of those statistical techniques which are used for establishing relationships between the data and the unknowns.
3. The third group consists of those methods which are used to evaluate the accuracy of the results obtained.

Research methods falling in the above stated last two groups are generally taken as the analytical tools of research. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

It is necessary for the researcher to know The researcher must know not only the research methods/techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, and how to apply research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable apply to certain problems and others will not. All this means that it is necessary for the researcher to design the researcher must design his methodology for his problem as the same may differ from problem to problem. For example, an architect, who designs a building, must consciously evaluate the basis of his decisions, i.e., he must evaluate why and on what basis he selects the size, number and location of doors, windows, and ventilators, uses using materials and not others and the like.

Similarly, in research, the scientist must expose the research decisions to evaluation before they are implemented. He must specify very clearly and precisely what decisions he selects and

why he selects them so that they can be evaluated by others also. From what has been stated above, we can say that research methodology has many dimension dimensions sandand research methods do constitute a part of the research methodology.

The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology, we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what method has been adopted, why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

3.4 CRITERIA OF GOOD RESEARCH

Whatever may be the types of research and studies; one thing that is importantone important thing is that they all meet on the common ground of the scientific method employed by them. One expects scientific research to satisfy the following criteria:

1. The purpose of the research should be clearly defined, and common concepts bemused.
2. The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.
3. The procedural design of the research should be carefully planned to yield results that areas are as objective as possible.
4. The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon on the findings.
5. The analysis of data should be adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.
6. Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.
7. Greater confidence in research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.

In other words, we can state the qualities of a good research as under:

1. Good research is systematic: It means that research is structured with specified steps to be taken in a specified sequence in accordance with by the well-defined set of rules. Systematic The systematic characteristic of the research does not rule out creative thinking, but it certainly does reject the use of guessing and intuition in arriving at conclusions.
2. Good research is logical: This implies that research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from some premise to a conclusion which follows from that very premise. In fact, logical reasoning makes research more meaningful in the context of decision making.
3. Good research is empirical: It implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results.
4. Good research is replicable: This characteristic allows research results to be verified by replicating the study and thereby building a sound basis for decisions.

3.5 WHAT IS RESEARCH METHODOLOGY?



Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about **how** a researcher **systematically designs a study** to ensure valid and reliable results that address the research aims and objectives.

For example, how did the researcher go about deciding:
What data to collect (and what data to ignore)
Who to collect it from (in research, this is called “sampling design”)
 How to **collect** it (this is called “data collection methods”)
 How to **analyse** it (this is called “data analysis methods”)

In a dissertation, thesis, or academic journal article (or pretty much any formal piece of research), you’ll find a research methodology chapter (or section) which covers the aspects mentioned above.

In other words, the methodology chapter should **justify** the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn’t.

3.6 QUALITATIVE, QUANTITATIVE AND MIXED-METHOD METHODOLOGIES



Qualitative, quantitative and mixed-methods are different types of methodologies, distinguished by whether they focus on words, numbers or both. This is a bit of an oversimplification, but it’s a good starting point for understanding understanding.

Qualitative research refers to research which focuses on **collecting and analysing words** (written or spoken) and textual data, whereas **quantitative** research focuses on measurement and testing using **numerical data**. Qualitative analysis can also focus on other “softer” data points, such as body language or visual elements.

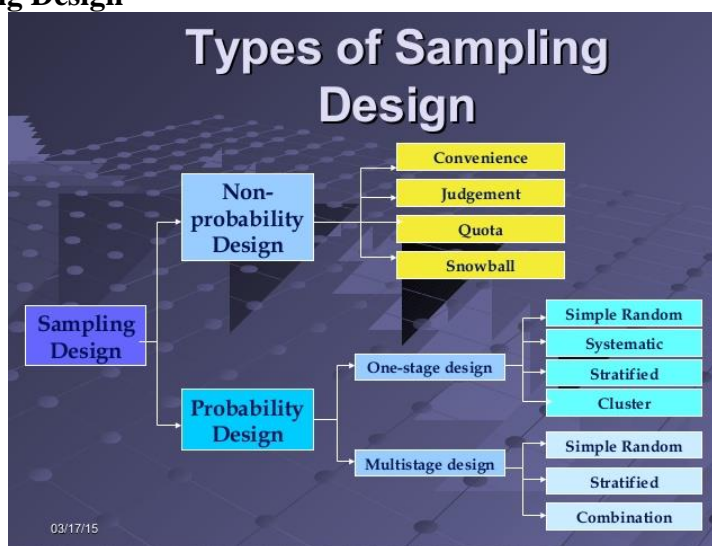
It’s quite common for a **qualitative** methodology to be used when the research aims and objectives are **exploratory** in nature. For example, a qualitative methodology might be used to understand peoples’ people’s

perceptions about an event that took place, or a candidate running for president.

Contrasted to this, a **quantitative** methodology is typically used when the research aims and objectives are **confirmatory** in nature. For example, a quantitative methodology might be used to measure the relationship between two variables (e.g. personality type and likelihood to commit a crime) or to test a set of hypotheses.

The **mixed-method** methodology attempts to combine the **best of both** qualitative and quantitative methodologies to integrate perspectives and create a rich picture.

Sampling Design



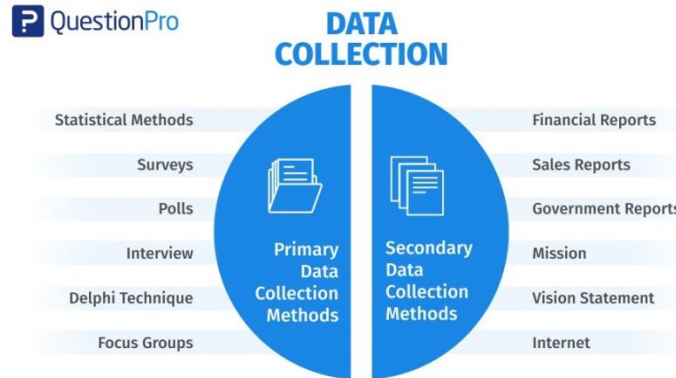
As we mentioned earlier, sampling design is about deciding who you're going to collect your data from (i.e. your sample). There are many sample options, but the two main categories of sampling design are **probability** sampling and **non-probability** sampling.

Probability sampling means that you use a **completely random** sample from the group of people you're interested in (this group is called the "population"). By using a completely random sample, the results of your study will be **generalisable** to the entire population. In other words, you can expect the same results across the entire group, without having to collect data from the entire group (which is often not possible for large groups).

Non-probability sampling, on the other hand, **doesn't use a random sample**. For example, it might involve using a convenience sample, which means you'd interview or survey people that you have access to (perhaps your friends, family or work colleagues), rather than a truly random sample (which might be difficult to achieve due to resource

constraints). With non-probability sampling, the results are typically not generalisable.

3.6.1 Data Collection Methods



There are many different options in terms of how you go about collecting data for your study. However, these options can be grouped into the following types:

- Interviews (which can be unstructured, semi-structured or structured)
- Focus groups and group interviews
- Surveys (online or physical surveys)
- Observations
- Documents and records
- Case studies

The choice of which data collection method to use depends on your overall **research aims and objectives**, as well as **practicalities** and resource constraints. For example, if your research is exploratory in nature, qualitative methods such as interviews and focus groups would likely be a good fit. Conversely, if your research aims to measure specific variables or test hypotheses, large-scale surveys that produce large volumes of numerical data would likely be a better fit.

3.6.2 Data Analysis Methods

Data analysis methods can be grouped according to whether the research is qualitative or quantitative.

Popular data analysis methods in **qualitative research** include:

- Qualitative content analysis
- Thematic analysis
- Discourse analysis

- Narrative analysis
- Grounded theory
- IPA

Qualitative data analysis all begins with data coding, after which one (or more) analysis technique is applied.

Popular data analysis methods in **quantitative research** include:

- Descriptive statistics (e.g. means, medians, modes)
- Inferential statistics (e.g. correlation, regression, structural equation modelling)

Again, the choice of which data collection method to use depends on your overall **research aims and objectives**, as well as practicalities and resource constraints.

3.7 HOW TO CHOOSE A RESEARCH METHODOLOGY?

As you've probably picked up by now, your **research aims and objectives** have a major influence on the research methodology. So, the starting point for developing your research methodology is to take a step back and look at the big picture of your research, before you make methodology decisions. The first question you need to ask yourself is whether your research is **exploratory** or **confirmatory** in nature.

If your research aims and objectives are primarily exploratory in nature, your research will likely be qualitative and therefore you might consider qualitative data collection methods (e.g. interviews) and analysis methods (e.g. qualitative content analysis).

Conversely, if your research aims and objective are looking to measure or test something (i.e. they're confirmatory), then your research will quite likely be quantitative in nature, and you might consider quantitative data collection methods (e.g. surveys) and analyses (e.g. statistical analysis).

Designing your research and working out your methodology is a large topic, which we'll cover in other posts. For now, however, the key takeaway is that you should **always start with your research aims and objectives**. Every methodology decision will flow from that.

3.8 CHECK YOUR PROGRESS

Q1. What exactly is Research Methodology?

Q2 Explain qualitative, quantitative and mixed methodologies.

Q3 Explain the right ways to choose research methodology.

Q4. Explain Data Analysis Method

Q5. Write in brief Qualitative, Quantitative and Mixed-method Methodologies.

3.9 REFERENCES

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UNIT : 4**SKILFUL DRAFTING OF FIRST DRAFT****:: STRUCTURE::****4.0 Objective****4.1 Meaning of First Draft****4.1.1 Process of Writing a First Draft****4.1.2 Purpose of First Draft****4.2 Parts of First Draft – Research Paper****4.3 Drafting the Research Paper****4.3.1 Objectives of Writing a Draft****4.3.2 Features of a First Draft – Research Paper****4.4 Rules for Writing a First Draft****4.5 Pros and Cons of First Draft – Research Paper****4.6 Things to Keep in Mind – First Draft****4.7 First Draft – Start to Finish in 3 Steps****4.8 Check your Progress****4.9 References**

4.0 OBJECTIVE

This unit will:

- Develop and strengthen drafting skills
- Develop and strengthen writing as needed by planning, revising, editing, rewriting or trying a new approach

4.1 MEANING OF FIRST DRAFT

A first draft is a preliminary version of a piece of writing. During the first draft, the author attempts to develop the main characters and flesh out the plot ideas of their work, uncovering their overarching themes in the process.

It is also known as a rough draft, is the very first version of a piece of writing—a rough sketch of what your finished work will be like. A first draft is written after the outline is finished and is usually done without much editing. The point of the first draft is to further flesh out your story and provide it with more detail.

4.1.1 Process of Writing a First Draft

Generating the first draft is an exercise in getting everything down that you can get down. There's always time later to reassess and comb through what you've generated in later drafts. When you are drafting, don't edit yourself or criticize your choices.

Writer's block is the biggest enemy in the first draft. If you feel stuck at certain points in your draft, it's best to push through and just get something onto the blank page. Just keep writing and complete the first draft. Every book you write will go through many revisions before you're finished.

At the first draft stage, you can sit down and have fun with your story—focus on getting through it from start to finish and remember that you can always go back and change things later. You can write straight through a draft, jump around, reread the previous day's pages, or any combination of these methods. Once it's complete, try printing out your first draft to get a tangible sense of your accomplishment and to begin working on your second draft.

4.1.2 Purpose of First Draft

The purpose of the first draft is to get one's ideas on paper and to try out a plan of organization for those ideas. Of course, it should follow the outline that you have prepared beforehand! Much of the effort of a first draft is experimental. For example when writing, one should err toward including, rather than excluding, information and ideas. That is, the first draft is the time to see whether or not an idea or approach works. If you leave it out, neither you nor another reader will be able to evaluate the appropriateness, of that idea to the paper or its manner of expression there.

- A first draft is a more elaborate version of an outline and is written in complete sentences and paragraphs.
- It is not important to have perfect grammar and mechanics in the first draft.
- The goal of the first draft is to begin translating notes and research into an actual paper.

4.2 PARTS OF FIRST DRAFT – RESEARCH PAPER

Preparing a the first draft is where you test your outline and elaborate on the ideas to support your thesis. It is not the final product.

Title Page

A properly formatted title page is very quick and easy to do. It's the first page of your paper, so a blatant mistake here will create a bad impression, now who would want that?

Most title pages have a lot of wide space and must contain all the necessary information in a clean manner. We will not be talking about the format of the title page as it is bound to be different for different universities or departments even. So it is advised to inquire about the specific requirements for your department and university. Some universities follow certain standards in which case the format remains the same throughout. We shall address that in another article.

Abstract

An abstract summarizes the major aspects of the entire paper in a prescribed sequence. It includes the overall basis of the study and the research problems you investigated, the basic layout of the study, findings or trends found as a result of the study and a brief summary of your interpretations and conclusions. It speaks of the major aspects of your paper and helps the reader decide whether they want to read the rest of it. Hence, the abstract must be thought through and written well.

Introduction

First and foremost to writing your introduction is, writing the thesis. Your thesis should state the main idea in brief terms. After you have a working thesis, talk about the body of your paper before you write the rest of the introduction. Each paragraph in the body should explore one specific topic that proves, or summarizes your thesis. Revise your introduction several times to refine it. Be sure your introduction provides a preview to of the topic you are presenting in your paper.

Body

The rest of the paper, starting from the body will contain the actual data that you have strived to collect over the research period. A transition should be maintained from the end of your introduction to your first topic. This transition from one topic to another throughout the paper should be carefully examined, ensuring this will create a smooth flow from one topic to another.

Material and Methods

This broadly falls into the body of the research paper. The data collected over the course of throughout the study needs to be interpreted in a well-defined manner to make the most of the data. The materials used, the algorithms, statistics and equations become an integral part of this section.

Conclusion

A good conclusion should make a strong statement, and ensures that any questions raised in your paper have been answered. It is important that you do not introduce new information or ideas in your conclusion. It is generally at this point you realize that you have not yet made certain arguments you wished to make or pointed out evidence that you feel is important to understand the paper. Worry not, for this is a draft and make notes of the points that cross your mind, so that, when you write your final paper its it's perfect or at least close to perfect.

4.3 DRAFTING THE RESEARCH PAPER

4.3.1 Objectives of Writing a Draft

In drafting a qualitative research paper, the objective is to have an initial go at presenting the analysis, while at the same time continuing to do the analysis. In the draft, you will bring together and attempt to synthesise the ideas you developed through the steps of reading and coding. These ideas will be further refined and organized as you write the draft.

4.3.2 Features of a First Draft – Research Paper

The draft should include:

- a statement of your research question
- an organized presentation of your analysis according to themes or concepts
- evidence from the data to support your analysis
- reflection on how your analysis emerged, perhaps including your preconceptions and how these changed
- reflection on how well you have been able to answer your research question with the data you have
- reflection on your contribution to the existing literature

4.4 RULES FOR WRITING A FIRST DRAFT

Now that you have a topic and/or a working thesis, you have several options for how to begin writing a more complete draft.

Just Write.

You already have at least one focusing idea. Start there. What do you want to say about it? What connections can you make with it? If you have a working thesis, what points might you make that support that thesis?

Make an Outline.

Write your topic or thesis down and then jot down what points you might make that will flesh out that topic or support that thesis. These

don't have to be detailed. In fact, theyThey don't even have to be complete sentences (yet)!

Begin with Research.

If this is an assignment that asks you to do researchresearch to support your points or to learn more about your topic, doing that research is an important early step (see the section on “Finding Quality Texts” in the “Information Literacy” section). This might include a range of things, such as conducting an interview, creating and administering a survey, or locating articles on the Internet and in library databases.

Research is a great early step because learning what information is available from credible sources about your topic can sometimes lead to shifting your thesis. Saving the research for a later step in the drafting process can mean making this change after already committing sometimes significant amounts of work to a thesis that existing credible research doesn't support. Research is also useful because learning what information is available about your topic can help you flesh out what you might want to say about it.

Essay Structure

You might already be familiar with the five-paragraph essay structure, in which you spend the first paragraph introducing your topic, culminating in a thesis that has three distinct parts. That introduction paragraph is followed by three body paragraphs, each one of those going into some detail about one of the parts of the thesis. Finally, the conclusion paragraph summarizes the main ideas discussed in the essay and states the thesis (or a slightly re-worded version of the thesis) again.

4.5 PROS AND CONS OF FIRST DRAFT – RESEARCH PAPER

Pros

- It helps get your thoughts organized.
- It is a good introduction to a simple way of structuring an essay that lets students focus on content rather than wrestling with a more complex structure.
- It familiarizes students with the general shape and components of many essays—a broader introductory conversation giving readers context for this discussion, followed by a more detailed supporting discussion in the body of the essay, and ending with a sense of wrapping up the discussion and refocusing on the main idea.
- It is an effective structure for in-class essays or timed written exams.

Cons

- It can be formulaic—essays structured this way sound a lot alike.
- It isn't very flexible—often, topics don't lend themselves easily to this structure.

- It doesn't encourage research and discussion at the depth college-level work tends to ask for. Quite often, a paragraph is simply not enough space to have a conversation on paper that is thorough enough to support a stance presented in your thesis.

So, if the five-paragraph essay isn't the golden ticket in to college work, what is?

That is a trickier question! There isn't really one prescribed structure that written college-level work adheres to—audience, purpose, length, and other considerations all help dictate what that structure will be for any given piece of writing you are doing. Instead, this text offers you some guidelines and best practices.

4.6 THINGS TO KEEP IN MIND – FIRST DRAFT

Avoid the Three-Point Structure

Aim for a thesis that addresses a single issue rather than the three-point structure. Take a look at our example from the previous section, “Finding the Thesis”:

“Katniss Everdeen, the heroine of *The Hunger Games*, creates as much danger for herself as she faces from others over the course of throughout the film.”

This thesis allows you to cover your single, narrow topic in greater depth, so you can examine multiple sides of a single angle of the topic rather than having to quickly and briefly address a broader main idea.

There's No “Right” Number of Supporting Points

There is no prescribed number of supporting points. You don't have to have three! Maybe you have two in great depth, or maybe four that explore that one element from the most salient angles. Depending on the length of your paper, you may even have more than that.

There's More than One Good Spot for a Thesis

Depending on the goals of the assignment, your thesis may no longer sit at the end of the first paragraph, so let's discuss a few places it can commonly be found in college writing.

It may end up at the end of your introductory information—once you've introduced your topic, given readers some reasonable context around it, and narrowed your focus to one area of that topic. This might put your thesis in the predictable end-of-the-first-paragraph spot, but it might also put that thesis several paragraphs into the paper.

Some college work, particularly work that asks you to consider multiple sides of an issue fully, lends itself well to an end-of-paper thesis (sometimes called a “delayed thesis”). This thesis often appears a paragraph or so before the conclusion, which allows you to have a thorough discussion about multiple sides of a question and let that discussion guide you to your stance rather than having to spend the paper defending a stance you've already stated.

These are some common places you may find your thesis landing in your paper, but a thesis truly can be anywhere in a text.

4.7 FIRST DRAFT – START TO FINISH IN 3 STEPS

Writing Beginnings

Beginnings have a few jobs. These will depend somewhat on the purpose of the writing, but here are some of the things the first couple of paragraphs do for your text:

- They establish the tone and primary audience of your text—is it casual? Academic? Geared toward a professional audience already versed in the topic? An interested audience that doesn't know much about this topic yet?
- They introduce your audience to your topic.
- They give you an opportunity to provide context around that topic—what current conversations are happening around it? Why is it important? If it's a topic your audience isn't likely to know much about, you may find you need to define what the topic itself is.
- They let you show your audience what piece of that bigger topic you are going to be working with in this text and how you will be working with it.
- They might introduce a narrative, if appropriate, or a related story that provides an example of the topic being discussed.

Take a look at the thesis about Katniss once more. There are a number of several discussions that you could have about this film, and almost as many that you could have about this film and its intersections with the concept of danger (such as corruption in government, the hazards of power, risks of love or other personal attachments, etc.). Your introduction moving toward this thesis will shift our attention to the prevalence of self-imposed danger in this film, which will narrow your reader's focus in a way that prepares us for your thesis.

The most important thing at this point in the drafting process is to just get started, but when you're ready, if you want to learn more about formulas and methods for writing introductions, see "Writing Introductions," presented later in this section of the text.

Writing Middles

Middles tend to have a clearer job—they provide the meat of the discussion! Here are some ways that might happen:

- If you state a thesis early in the paper, the middle of the paper will likely provide support for that thesis.
- The middle might explore multiple sides of an issue.

- It might look at opposing views—ones other than the one you are supporting—and discuss why those don't address the issue as well as the view you are supporting does.

Let's think about the "multiple sides of the issue" approach to building support with our Hunger Games example. Perhaps Katniss may not see a particular particularly dangerous situation she ends up in as being one she's created, but another character or the viewers may disagree. It might be worth exploring both versions of this specific danger to give the most complete, balanced discussion to support your thesis.

Writing Endings

Endings, like beginnings, tend to have more than one job. Here are some things they often need to do for a text to feel complete:

- Reconnect to the main idea/thesis. However, note that this is different than from a simple copy/paste of the thesis from earlier in the text. We've likely had a whole conversation in the text since we first encountered that thesis. Simply repeating it, or even replacing a few key words/keywords with synonyms, doesn't acknowledge that bigger conversation. Instead, try pointing us back to the main idea in a new way.
- Tie up loose ends. If you opened the text with the beginning of a story to demonstrate how the topic applies to average daily life, the end of your text is a good time to share the end of that story with readers. If several ideas in the text tie together in a relevant way that didn't fit neatly into the original discussion of those ideas, the end may be the place to do that.
- Keep the focus clear—this is your last chance to leave an impression on the reader. What do you want them to leave this text thinking about? What action do you want them to take? It's often a good idea to be direct about this in the ending paragraph(s).

4.8 CHECK YOUR PROGRESS

Q1. Explain different parts of a draft.

Q2. Write a short note on the meaning and purpose of a first draft – research paper.

Q3. What are the steps for writing the First Draft of the Research paper.?

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:: STRUCTURE::**5.0 Objective****5.1 Understanding Data Collection****5.1.1 Definition****5.1.1 Features of Data Collection****5.1.2 Importance of Data Collection****5.2 Types of Data Collection****5.3 Need for Data Collection****5.4 Data Collection Tool****5.5 Check your Progress****5.6 Reference**

5.0 OBJECTIVE

This unit briefly discusses:

- Data collection techniques
- Various Data collection tools
- Identify the different data-collecting methods and their purposes.

5.1 UNDERSTANDING DATA COLLECTION

The underlying need for Data collection is to capture quality evidence that seeks to answer all the questions that have been posed.

5.1.1 Definition

Data collection is defined as the procedure of collecting, measuring and analysing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis on the basis of based on collected data. In most cases, data collection is the primary and most important step for research, irrespective of the field of

research. The approach of to data collection is different for different fields of study, depending on the required information.

5.1.2 Features of Data Collection

- Data collection is a methodical process of gathering and analysing specific information to proffer solutions to relevant questions and evaluate the results.
- Data is collected to be further subjected to hypothesis testing which seeks to explain a phenomenon.
- Hypothesis testing eliminates assumptions while making a proposition from on the basis of reason.
- For collectors of data, there is a range of outcomes for which the data is collected. But the key essential purpose for which data is collected is to put a researcher in a vantage position to make predictions about future probabilities and trends.
- The core forms in which data can be collected are primary and secondary data. While the former is collected by a researchera researcher collects the former through first-hand sources, the latter is collected by an individual other than the user.

5.1.3 Importance of Data Collection

There are a lot of fundamental purposes behind data collection, particularly for an analyst or researcher. A couple of reasons that highlight the importance of data collection areis:

The Trustworthiness of The Research – A critical purpose behind data collection via quantitative or qualitative techniques is to guarantee that the research question’s honesty is kept up without a doubt.

Diminish the Probability of Blunders or Errors – The right utilization utilisation of suitable data collection strategies decreases the probability of blunders during different research processes.

Effective and Accurate Decision Making – To limit the danger of blunders or errors in decision making, it is significant that precise data is gathered, so the specialists do not settle on clueless choices.

Save Cost and Time – Data collection plays a significant role in saving time and money that can otherwise be squandered without a more profound comprehension of the point or topic.

Empowers a New Idea or Change – To demonstrate the requirement for an adjustment or new change, it is critical to collect data and information as proof to help these cases.

5.2 TYPES OF DATA COLLECTION

Before broaching the subject of the various types of data collection. It, it is pertinent to note that data collection in itself falls under two broad categories; Primary data collection and secondary data collection.

Primary Data Collection

Primary data collection, by definition is the gathering of raw data collected at the source. It is a process of collecting the original data collected by a researcher for a specific research purpose. It could be further analysed into two segments; qualitative research and quantitative data collection methods.

Qualitative Research Method

The qualitative research methods of data collection do not involve the collection of collecting data that involves numbers or a need to be deduced through a mathematical calculation, rather; instead it is based on the non-quantifiable elements like the feeling or emotion emotions of the researcher. An example of such a method is an open-ended questionnaire.

Quantitative Method

Quantitative methods are presented in numbers and require a mathematical calculation to deduce. An example would be the use of using a questionnaire with close-ended questions to arrive at figures to be calculated Mathematically. Also, methods of correlation and regression, mean, mode and median.

Secondary Data Collection

On the other hand, secondary data collection Secondary data collection, on the other hand, is referred to as the gathering of second-hand data collected by an individual who is not the original user. It is the process of collecting data that is already existing, be it already published books, journals, and/or online portals. In terms of ease, it is much less expensive and easier to collect.

Your choice between Primary data collection and secondary data collection depends on the nature, scope, and area of your research, as well as its aims and objectives.

5.3 NEED FOR DATA COLLECTION

There are a bunch of many underlying reasons for collecting data, especially for a researcher. Walking you through them, here are a few reasons;

Integrity of the Research

A key reason for collecting data, be it through quantitative or qualitative methods, is to ensure that the integrity of the research question is indeed maintained.

Reduce the likelihood of errors

The correct use of appropriate data collection of methods reduces the likelihood of errors consistent with the results.

Decision Making

To minimize the risk of errors in decision-making, it is important that accurate data is accurate data must be collected so that the researcher doesn't make uninformed decisions.

Save Cost and Time

Data collection saves the researcher time and funds that would otherwise be misspent without a deeper understanding of the topic or subject matter.

To support a need for a new idea, change, and/or innovation

To prove the need for a change in the norm or the introduction of new information that will be widely accepted, it is important to collect data as evidence to support these claims.

5.4 DATA COLLECTION TOOL

Data collection tools refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system. Case Studies, Checklists, Interviews, Observation Observations sometimes, and Surveys or Questionnaires are all tools used to collect data.

It is important to decide the tools for data collection because research is carried out in different ways and for different purposes. The objective behind data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the posed questions.

Various Data Collection Methods and Tools for Research:

1. INTERVIEW METHOD

An interview is a face-to-face conversation between two individuals with the sole purpose of collecting relevant information to satisfy a research purpose. Interviews are of different types, namely; Structured, Semi-structured, and unstructured, with each having a slight variation from the other.

Structured Interviews - Simply put, it is a verbally administered questionnaire. In terms of depth, it is surface level and is usually completed within a short period. For speed and efficiency, it is highly recommendable, but it lacks depth.

Semi-structured Interviews - In this method, there subsist several key questions whichseveral key questions exist that cover the scope of the areas to be explored. It allows a little more leeway for the researcher to explore the subject matter.

Unstructured Interviews - It is an in-depth interview that allows the researcher to collect a wide range of information with a purpose. An advantage of this method is the freedom it gives a researcher to combine structure with flexibility even though it is more time-consuming.

Pros of Interview Method

- In-depth information
- Freedom of flexibility
- Accurate data.

Cons of Interview Method

- Time-consuming
- Expensive to collect.

Data Collection Tools for Interview Method

For collecting data through interviews, here are a few tools you can use to easily collect data to collect data easily.

Audio Recorder

An audio recorder is used for recording sound on disc, tape, or film. Audio information can meet the needs of a wide range of people, as well as and provide alternatives to print data collection tools.

Digital Camera

An advantage of a digital camera is that it can be used for transmitting those images to a monitor screen when the need arises.

Camcorder

A camcorder is used for collecting data through interviews. It provides a combination of both an audio recorder and a video camera. The data provided is qualitative in nature and allows the respondents to answer questions asked exhaustively. If you need to collect sensitive information during an interview, a camcorder might not work for you as you would need to maintain your subject's privacy.

2. QUESTIONNAIRE METHOD

This is the process of collecting data through an instrument consisting of a series of questions and prompts to receive a response from the individuals it is administered to. Questionnaires are designed to collect data from a group.

For clarity, it is important essential to note that a questionnaire isn't a survey, rather; instead it forms a part of it. A survey is a process of data gathering involving a variety of data collection methods, including a questionnaire.

On a questionnaire, there are three kinds of questions used. They are; fixed-alternative, scale, and open-ended. With each of the questions tailored to the nature and scope of the research.

Pros of Questionnaire Method

- Can be administered in large numbers and is cost-effective.
- It can be used to compare and contrast previous research to measure change.
- Easy to visualize visualise and analyse.
- Questionnaires offer actionable data.
- Respondent Respondent'snt identity is protected.
- Questionnaires can cover all areas of a topic.
- Relatively inexpensive.

Cons of Questionnaire Method

- Answers may be dishonest, or the respondents lose interest midway.
- Questionnaires can't produce qualitative data.
- Questions might be left unanswered.
- Respondents may have a hidden agenda.
- Not all questions can be analysed easily.

Data Collection Tool for Questionnaire Method

Paper Questionnaire

A paper questionnaire is a data collection tool consisting of a series of questions and/or prompts for the purpose of gathering to gather information from respondents. Mostly Primarily designed for statistical analysis of the responses, they can also be used as a form of data collection.

3. REPORTING METHOD

By definition, data reporting is the process of gathering and submitting data to be further subjected to analysis. The key aspect of data reporting is reporting accurate data because of inaccurate data reporting leads to uninformed decision making.

Pros of Reporting Method

- Informed decision-making.
- Easily accessible.

Cons of Reporting Method

- Self-reported answers may be exaggerated.
- The results may be affected by bias.
- Respondents may be too shy to give out all the details.
- Inaccurate reports will lead to uninformed decisions.

Data Collection Tools for Reporting Method

Reporting tools enable you to extract and present data in charts, tables, and other visualizations visualisations so users can find useful information. You could source data for reporting from Non-Governmental Organizations (NGO) reports, newspapers, website articles, and hospital records.

NGO Reports

Contained in NGO reports is an in-depth and comprehensive report on the activities carried out by the NGO, covering areas such as business and human rights. The information contained in these reports is research-specific and forms an acceptable academic base for collecting data. NGOs often focus on development projects which are organized organised to promote particular causes.

Newspapers

Newspaper data are relatively easy to collect and are sometimes the only continuously available source of event data. Even though there is a problem of bias in newspaper data, it is still a valid tool in for collecting data for Reporting.

Website Articles

Gathering and using data contained in website articles is also another tool for data collection. Collecting data from web articles is a quicker and less expensive data collection. Two major disadvantages of using this data reporting method are biases inherent in the data collection process and possible security/confidentiality concerns.

Hospital Care Records

Health care involves a diverse set of public and private data collection systems, including health surveys, administrative enrolment and billing records, and medical records, used by various entities, including hospitals, CHCs, physicians, and health plans. The data provided is clear, unbiased and accurate, but must be obtained under legal means legally as medical data is kept with the strictest regulations.

4. EXISTING DATA METHOD

This is the introduction of new investigative questions in addition to/other than the ones originally used when the data was initially gathered. It involves adding measurement to a study or research. An example would be sourcing data from an archive.

Pros of Existing Method

- Accuracy is very high.
- Easily accessible information.

Cons of Existing Method

- Problems with evaluation.
- Difficulty in understanding.

Data Collection Tools for Existing Data Method

The concept of Existing data means that data is collected from existing sources to investigate research questions other than those for which the data were originally gathered. Tools to collect existing data include:

Research Journals - Unlike newspapers and magazines, research journals are intended for an academic or technical audience, not general readers. A journal is a scholarly publication containing articles written by researchers, professors, and other experts.

Surveys - A survey is a data collection tool for gathering information from a sample population, with the intention of generalizing to generalize the results to a larger population. Surveys have a variety of purposes and can be carried out in many ways depending on the objectives to be achieved.

5. OBSERVATION METHOD

This is a data collection method by which information on a phenomenon is gathered through observation. The nature of the observation could be accomplished either as a complete observer, an observer as a participant, a participant as an observer, or as a complete participant. This method is a key base for formulating a hypothesis.

Pros of Observation Method

- Easy to administer.
- There subsists a greater accuracy with results.
- It is a universally accepted practice.
- It diffuses the situation of an unwillingness of respondents to administer a report.
- It is appropriate for certain specific situations.

Cons of Observation Method

- Some phenomena aren't open to observation.
- It cannot be relied upon.
- Bias may arise.
- It is expensive to administer.
- Its validity cannot be predicted accurately.

Data Collection Tools for Observation Method

Observation involves the active acquisition of information from a primary source. Observation can also involve the perception and recording of data via the use of scientific instruments. The best tools for Observation are:

Checklists - state-specific criteria, that allow users to gather information and make judgments about what they should know in relation to about the outcomes. They offer systematic ways of collecting data about specific behaviours, knowledge, and skills.

Direct Observation - This is an observational study method of collecting evaluative information. The evaluator watches the subject in his or her usual environment without altering that environment.

6. FOCUS GROUPS METHOD

The opposite of quantitative research, which involves numerical-based data, this data collection method focuses more on qualitative research. It falls under the primary category for data based on the feelings and opinions of the respondents. This research involves asking open-ended questions to a group of individuals usually ranging, usually from 6-10 people, to provide feedback.

Pros of Focus Group Method

- Information obtained is usually very detailed.
- Cost-effective when compared to one-on-one interviews.

- It reflects speed and efficiency in the supply of results.

Cons of Focus Group Method

- Lacking depth in covering the nitty-gritty of a subject matter.
- Bias might still be evident.
- Requires interviewer training
- The researcher has very little control over the outcome.
- A few vocal voices can drown out the rest.
- Difficulty in assembling an all-inclusive group.

Data Collection Tools for Focus Group Method

A focus group is a data collection method that is tightly facilitated and structured around a set of questions. The purpose of the meeting is to extract from the participants' detailed responses to these questions. The best tools for tackling Focus groups are:

Two-Way - One group watches another group answer the questions posed by the moderator. After listening to what the other group has to offer, the group that listens are able to facilitate more discussion and could potentially draw different conclusions.

Duelling-Moderator - There are two moderators who play two moderators play the devil's advocate. The main positive of the duelling-moderator focus group is to facilitate new ideas by introducing new ways of thinking and varying viewpoints.

7. COMBINATION RESEARCH METHOD

This method of data collection encompasses the use of innovative methods to enhance the participation to both individuals and groups. Also, under the primary category, it is a combination of Interviews and Focus Groups while collecting qualitative data. This method is key when addressing sensitive subjects.

Pros of Combination Research Method

- Encourage participants to give responses.
- It stimulates a deeper connection between participants.
- The relative anonymity of respondents increases participation.
- It improves the richness of the data collected.

Cons of Combination Research Method

- It costs the most out of all the top 7.
- It's the most time-consuming.

Data Collection Tools for Combination Research Method

The Combination Research method involves two or more data collection methods, for instance, interviews as well as questionnaires or a combination of semi-structured telephone interviews and focus groups. The best tools for combination research are:

Online Survey - The two tools combined here are online interviews and the use of questionnaires. This is a questionnaire that the target audience can complete over the Internet. It is timely, effective and efficient. Especially since the data to be collected is quantitative in nature.

Dual-Moderator - The two tools combined here are focus groups and structured questionnaires. The structured questionnaires give a direction as to where the research is headed while two moderators take charge of proceedings. Whilst one ensures the focus group session progresses smoothly, the other makes sure that the topics in question are all covered. Dual-moderator focus groups typically result in a more productive session and essentially leads to an optimum collection of data.

5.5 CHECK YOUR PROGRESS

Q1. Discuss the various types of data collection briefly.

Q2. Explain the Observation method of collecting data pointing out their pros and cons.

Q3. Explain features and importance of Data collection.

Q4. Explain any 3 types of Data collection tools with their pros and cons.

5.6 REFERENCE

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:: STRUCTURE::

6.0 Objective

6.1 Plagiarism

6.1.1 Definition and Meaning of Plagiarism

6.1.2 Forms of Plagiarism

6.1.3 Examples of Plagiarism

6.1.4 Deliberate vs. Accidental Plagiarism

6.2 Bibliography

6.2.1 Need for Bibliography

6.2.2 How to write a Bibliography

6.3 References

6.3.1 When to Reference?

6.3.2 Choosing the right Reference Style

6.3.3 Reference Style Examples

6.4 Footnotes

6.5 Endnotes

6.5.1 Understanding Footnotes

6.5.2 Advantages and Disadvantages of using Footnotes

6.6 Finding the Difference

6.6.1 Footnotes vs. Endnotes

6.6.2 Using Endnotes & Footnotes

6.7 Check your Progress

6.8 References

6.0 OBJECTIVE

This unit briefly discusses:

- Learning to create a bibliographic citation
- Learning to avoid plagiarism
- Learning the difference between endnote and footnote
- Learning different reference styles

6.1 PLAGIARISM

6.1.1 Definition and Meaning of Plagiarism

Definition

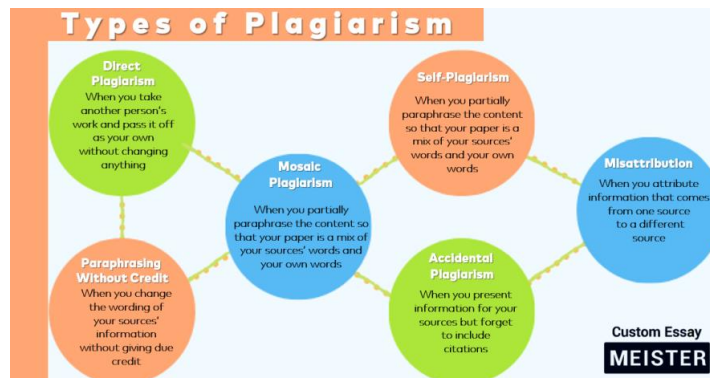
According to Merriam Webster's Collegiate Dictionary, to plagiarize means "to steal and pass off (the ideas or words of another) as one's own; use (another's production) without crediting the source; to commit literary theft; present as new and original an idea or product derived from an existing source." (2021)

Meaning

Plagiarism means using someone else's work without giving them proper credit. In academic writing, plagiarizing involves using words, ideas, or information from a source without citing it correctly.

Plagiarism can occur in many different contexts. While often associated with school assignments, it can also happen in professional settings, such as the arts, academia, and the business world.

6.1.2 Forms of Plagiarism



Verbatim (word for word) quotation without clear acknowledgement

Quotations must always be identified as such by the use of either quotation marks or indentation, and with full referencing of the sources cited. It must always be apparent to the reader which parts are your own independent work and where you have drawn on someone else's ideas and language.

Cutting and pasting from the Internet without clear acknowledgement

Information derived from the Internet must be adequately referenced and included in the bibliography. It is important to evaluate carefully all material found on the Internet, as it is less likely to have been through the same process of scholarly peer review as published sources.

Paraphrasing

Paraphrasing the work of others by altering a few words and changing their order, or by closely following the structure of their argument, is plagiarism if you do not give due acknowledgement to the author whose work you are using.

A passing reference to the original author in your own text may not be enough; you must ensure that you do not create the misleading impression that the paraphrased wording or the sequence of ideas are entirely your own. It is better to write a brief summary of the author's overall argument in your own words, indicating that you are doing so, than to paraphrase particular sections of his or her writing. This will ensure you have a genuine grasp of the argument and will avoid the difficulty of paraphrasing without plagiarising. You must also properly attribute all material you derive from lectures.

Collusion

This can involve unauthorised collaboration between students, failure to attribute assistance received, or failure to follow precisely preciseness regulations on group work projects. It is your responsibility to ensure that you are entirely clear about the extent of collaboration permitted, and which parts of the work must be your own.

Inaccurate citation

It is important to cite correctly, according to the conventions of your discipline. As well as listing your sources (i.e. in a bibliography), you must indicate, using a footnote or an in-text reference, where a quoted

passage comes from. Additionally, you should not include anything in your references or bibliography that you have not actually consulted. If you cannot gain access to a primary source you must make it clear in your citation that your knowledge of the work has been derived from a secondary text (for example, Bradshaw, D. Title of Book, discussed in Wilson, E., Title of Book (London, 2004), p. 189).

Failure to acknowledge the assistance

You must clearly acknowledge all assistance which has contributed to the production of your work, such as advice from fellow students, laboratory technicians, and other external sources. This need not apply to the assistance provided by your tutor or supervisor, or to ordinary proofreading, but it is necessary to acknowledge other guidance which leads to substantive changes of in content or approach.

Use of material written by professional agencies or other persons

You should neither make use of professional agencies in the production of your work nor submit material which has been written for you even with the consent of the person who has written it. It is vital to your intellectual training and development that you should undertake the research process unaided.

6.1.3 Examples of Plagiarism

The following examples demonstrate some of the common pitfalls to avoid:

Source Text

From a class perspective, this put them [highwaymen] in an ambivalent position. In aspiring to that proud, if the temporary, status of ‘Gentleman of the Road’, they did not question the inegalitarian hierarchy of their society. Yet their boldness of act and deed, in putinputtingting them outside the law as rebellious fugitives, revived the ‘animal spirits’ of capitalism and became an essential part of the oppositional culture of working-class London, a serious obstacle to the formation of a tractable, obedient labour force. Therefore, it was not enough to hang them – the values they espoused or represented had to be challenged.

(Linebaugh, P., *The London Hanged: Crime and Civil Society in the Eighteenth Century* (London, 1991), p. 213. **[You should give the reference in full the first time you use it in a footnote; thereafter it is acceptable to use an abbreviated version, e.g. Linebaugh, *The London Hanged*, p. 213.]**

Plagiarised

Although they did not question the inegalitarian hierarchy of their society, highwaymen became an essential part of the oppositional culture of working-class London, posing a serious threat to the formation of a biddable labour force. **(This is a patchwork of phrases copied verbatim from the source, with just a few words changed here and there. There is no reference to the original author and no indication that these words are not the writer's own.)**

Although they did not question the inegalitarian hierarchy of their society, highwaymen exercised a powerful attraction for to the working classes. Some historians believe that this hindered the development of a submissive workforce. **(This is a mixture of verbatim copying and acceptable paraphraseparaphrasing. Although only one phrase has been copied from the source, this would still count as plagiarism. The idea expressed in the first sentence has not been attributed at all, and the reference to 'some historians' in the second is insufficient. The writer should use clear referencing to acknowledge all ideas taken from other people's work.)**

Although they did not question the inegalitarian hierarchy of their society, highwaymen 'became an essential part of the oppositional culture of working-class London [and] a serious obstacle to the formation of a tractable, obedient labour force'.¹ **(This contains a mixture of attributed and unattributed quotationquotations, which suggests to the reader that the first line is original to this writer. All quoted material must be enclosed in quotation marks and adequately referenced.)**

Highwaymen's bold deeds 'revivified the "animal spirits" of capitalism' and made them an essential part of the oppositional culture of working-class London.¹ Peter Linebaugh argues that they posed a major obstacle to the formation of an obedient labour force. **(Although the most striking phrase has been placed within quotation marks and correctly referenced, and the original author is referred to in the text, there has been a great deal of unacknowledged borrowing. This should have been put into the writer's own words instead.)**

By aspiring to the title of 'Gentleman of the Road', highwaymen did not challenge the unfair taxonomy of their society. Yet their daring exploits made them into outlaws and inspired the antagonistic culture of labouring London, forming a grave impediment to the development

of a submissive workforce. Ultimately, hanging them was insufficient – the ideals they personified had to be discredited. **(This may seem acceptable on a superficial level, but by imitating exactly the structure of the original passage and using synonyms for almost every word, the writer has paraphrased too closely. The reference to the original author does not make it clear how extensive the borrowing has been. Instead, the writer should try to express the argument in his or her own words, rather than relying on a ‘translation’ of the original.)**

Non-plagiarised

Peter Linebaugh argues that although highwaymen posed no overt challenge to social orthodoxy – they aspired to be known as ‘Gentlemen of the Road’ – they were often seen as anti-hero role models by the unruly working classes. He concludes that they were executed not only for their criminal acts, but in order to stamp out the threat of insubordinacy. **(This paraphrase of the passage is acceptable as the wording and structure demonstrate the reader’s interpretation of the passage and do not follow the original too closely. The source of the ideas under discussion has been properly attributed in both textual and footnote references.)**

Peter Linebaugh argues that highwaymen represented a powerful challenge to the mores of capitalist society and inspired the rebelliousness of London’s working class. **(This is a brief summary of the argument with appropriate attribution.)**

Linebaugh, P., *The London Hanged: Crime and Civil Society in the Eighteenth Century* (London, 1991), p. 213.

6.1.4 Deliberate vs. Accidental Plagiarism

You’ve probably heard stories about deliberate plagiarism: from a classmate turning in a paper they didn’t write to a corporation using an online creator’s design without permission.

However, plagiarism often occurs by accident. In academic writing, it’s easier than you may think to commit accidental plagiarism. Some common examples include:

- Forgetting to use quotation marks for a quote
- Paraphrasing too closely to the original text (e.g. just switching out a few synonyms)
- Mentioning an idea that you read somewhere without citing it
- Including the wrong information in a citation
- Not including a complete reference list at the end of your paper

Avoiding Plagiarism

To avoid plagiarism, you must give credit whenever you:

- Directly quote another person's written or spoken words.
- Be sure to enclose these words and/or sentences in quotations quotation marks.
- Paraphrase another person's spoken or written words.
- Paraphrase Paraphrasingse means to re-write in your own words; merely reordering or substituting words is still considered plagiarism.

Finding information on Plagiarism

- "Using Research" (*From the Online Writing Lab (OWL) at Purdue University*)
- "Research 101: Plagiarism" (*From Ithaca College Library*)
- "Avoiding Plagiarism - A Guide for Students" (*From University of Oregon Libraries*)

6.2 BIBLIOGRAPHY

HOW TO WRITE A BIBLIOGRAPHY

A bibliography is not just “works cited.” It is *all* the relevant material you drew upon to write the paper the reader holds.

6.2.1 Need for Bibliography

- If you read any articles or books in preparing your paper, you need a bibliography.
- If you cite the arguments of “critics” and “supporters,” even if you don’t name them or quote them directly, you are likely referring to information you read in books or articles as opposed to the information you’ve gathered first-hand, like a news reporter, and so you need a bibliography.
- If you quote sources and put some of the reference information in the text, you still need a bibliography, so that readers can track down the source material for themselves.

6.2.2 How to write a Bibliography

These guidelines follow those of the American Psychological Association. Notice the use of punctuation. Publication titles may be either *italicized* or underlined, but not both.

- *Books*

Books are the bibliography format with which you’re probably most familiar. Books follow this pattern:

Author Last Name, Author First Name. (Publication Year) *Title*.
Publisher’s City: Publisher. Page numbers.

Alexander, Carol. (2001) *Market Models: A Guide to Financial Data Analysis*. New York, NY: John Wiley & Sons. pp. 200-220.

- *Periodicals*

Periodicals remove the publisher's city and name and add the title of the article and the volume or issue number of the periodical. Notice article titles are put in quotation marks and only the publication title is italicized or underlined.

Author Last Name, Author First Name. (Publication Date—could be more than a year) "Article Title." *Publication Title*, Vol. #. (Issue #), Page numbers.

Salman, William A. (July-August 1997) "How to Write a Great Business Plan." *Harvard Business Review* 74. pp. 98-108.

- *Web versions of printed material*

Because web sources are time-sensitive, meaning that web content can change day by day, it is important to include the day of retrieval and the URL from which you quoted the material. You include this in a retrieval statement.

The format for online versions of print publications should basically follow the same format as above, meaning if you're referencing an online book, you should follow the book format with the addition of the retrieval statement. If you're referencing an online periodical, you should follow the periodical format with the addition of the retrieval statement.

Note that you should not break the Internet address of the link, even if it requires its own line. Very long URLs, such as those that occur when using an online database, can be shortened by removing the retrieval code. (The retrieval code usually consists of a long string of unintelligible letters and numbers following the end point "htm" or "htmlHTML." Remove everything that occurs after that point to shorten.)

Author. (Date of Internet Publication—could be more than a year) "Document Title." *Title of Publication*. Retrieved on: Date from Full Web Address, starting with http://

Grant, Linda. (January 13, 1997) "Can Fisher Focus Kodak?" *Fortune*. Retrieved on August 22, 2020, from (insert full web address here)

6.3 REFERENCES

Referencing may be a way of demonstrating that you just have done that reading. Each time you utilize some other person's concepts or words it is essential that you just acknowledge this in your work. Not acknowledging alternative people's work is not only intellectually dishonest however but additionally illegal. You must give references:

- To acknowledge your sources.
- To substantiate your arguments.
- To avoid plagiarism, even once unintentional.
- To change your reader to follow up on your supply material.

6.3.1 When to Reference?

Whenever you use any source of data for:

- Your inspiration.
- Particular facts, theories, findings or concepts in an author's work.
- Specific knowledge or statistics.
- A direct quotation.
- Paraphrasing an author's words.

6.3.2 Choosing the right Reference Style

There are many different ways of referencing resources from your research. The reference style sometimes depends on the academic discipline involved. For example:

- APA (American Psychological Association) is used by Education, Psychology, and Sciences
- MLA (Modern Language Association) style is used by the Humanities
- Chicago/Turabian style is generally used by Business, History, and the Fine Arts

Each style has its own rules for properly reference referencing sources.

- Author-date styles (e.g., APA, MLA, and Harvard) put the author's name inside the text of the assignment
- Documentary-note styles (e.g., Chicago and Oxford) put the author's name in a footnote at the bottom of each page, or in an endnote at the end of the assignment

6.3.3 Reference Style Examples

The Harvard vogue involves 2 tasks:

- How you compile an inventory of reference sources at the top of your text (reference list).
- How you seek advice from different authors within the body of your text (in textin-text citation).

Below may be a list of some common citation sorts beside samples of however they're ordered out at intervals the Harvard vogue tips.

- Notation guide

REF = reference list

ITC = in text citation

• **Book with one Author**

REF: Author/Editor Last name, Initials. (Year) Title. Edition. Place of publication: Publisher

ITC:

1. Author Last name (year)
2. (Author Last name, year)

• **Book with two Authors**

REF: First author Last name, Initials and second author Last name, Initials (Year) Title. Place of publication: Publisher. ITC:

1. First author Last name and second author Last name (year)
2. (First author Last name and second author Last name, year)

• **Book with more than three Authors**

REF: Authors Names. (Year) Title. Place of publication: Publishing company.

ITC:

1. First author Last name et al. (year)
2. (First author Last name et al. year)

• **Book with a corporate Author**

REF: Name of corporate author (Year) Title. Place of publication: Publisher.

ITC:

1. Name of corporate author (year)
2. (Name of corporate author year)

• **Book with an editor**

REF: Editor(s) Last name, Initials (Ed.). (Year) Title. Place of publication: Publisher.

ITC:

1. Editor's Last name (year)
2. (Editor's Last name, year)

• **Chapter in an edited book**

REF: Author(s) Last name, Initials. (Year) 'Chapter title'. In: Editor's(s) last name, Initials. ed(s). Book title. Place of publication: Publisher.

ITC:

1. Author(s) Last name (year)
2. (Author(s) Last name, year)

• **Print Journal article with one author**

REF: Author Last name, Initials. (Year) 'Article title'. Journal title, Volume (Issue): page numbers.

ITC

1. Author(s) Last name (year)
2. (Author(s) Last name, year)

• **Print Journal with two authors**

REF: First Author Last name, Initials and Second Author Last name, Initials. (Year) 'Article title'. Journal title, Volume (Issue): page numbers.

ITC:

1. First author Last name and second author Last name (year)
2. (First author Last name and second author Last name, year)

• **Print journal with more than three authors**

REF: Authors Names. (Year) 'Article title'. Journal title, Volume (Issue): page numbers.

ITC:

- First author Last name et al. (year)
- (First author Last name et al. year)

• **E-journal article**

REF: Author(s) Last name, Initials. (Year) 'Article title', Journal title [Internet], Volume (Issue), page numbers. Available from: URL [Accessed day month year].

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

• **Print Newspaper article**

REF: Author(s) Last name, Initials. (Year) Article title. Newspaper title, date, page numbers.

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

• **Online Newspaper article**

REF: Author(s) Last name, Initials. (Year) Article title. Newspaper title, day month of publication. Available from URL [Day Month Year accessed]

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

• **Page on a website**

REF: Webpage Author(s) Last name, Initials. (Year) Page title. Available at: URL (Accessed Day Month Year)

ITC:

- Author(s) Last name (year)

- (Author(s) Last name, year)

- **Website**

REF: Website author. (Year published/Last updated) Title of Internet Site. Available at: the internet address (Accessed Day Month Year)

ITC: (Website name, year)

- **Blog**

REF: Author(s) Last name, First name. (Year site published/Last updated) 'Title of message', Title of Internet Site, Day Month of the posted message. Available at: internet addresses (Accessed Day Month Year).

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

- **Email communication**

REF: Sender Last name, Initials (Year of the message) Medium of communication Receiver of communication, Day Month of communication.

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

- **Interviews**

REF: Last name, Initials of the person interviewed. (Year of interview) 'Title of the interview (if any)'. Interview by/with Interviewer's First name Last name, Title of publication. Medium in which the interview appeared (journal, radio, video etc), Publication details.

ITC:

- Interviewee(s) Last name (year)
- (Interviewee(s) Last name, year)

- **Government agency publication**

REF: Country. Author (Year) Title. Place of publication: Publisher. Available at URL (Accessed Day Month Year).

ITC: (Country. Department, year)

- **Parliamentary and legal material**

REF: Government of Country. Title (Year) Place of Publication: Publisher.

ITC: (Country. Title of Legislation year)

- **EU publications**

REF: Name of EU Institution (Year) Title. Place of Publication: Publisher.

ITC: (Name of EU Institution, year)

• **Conferences**

REF: Author(s) Last Name, Initials (Year) 'Title of paper', Title of conference: subtitle. Location and date of the conference. Place of publication: Publisher, Pages numbers .

ITC:

- Author(s) Last name (year)
- (Author(s) Last name, year)

• **Thesis**

REF: Author (Year of submission) Title of thesis. Degree statement. Degree-awarding body.

ITC:

- Author Last name (year)
- (Author Last name, year)

• **Audio-visual material**

REF: Title of film (Year of distribution) Director [Format]. Place of distribution: Distribution Company.

ITC:

- Title of film, year
- (Title of film, year)

6.4 FOOTNOTES

Understanding Footnotes

Note citing a particular source or making a brief explanatory comment placed at the bottom of a page corresponding to the item cited in the corresponding text above.

Advantages and Disadvantages of using Footnotes

Advantages of Using Footnotes

- Readers interested in identifying the source or note can quickly glance down the page to find what they are looking for.
- It allows the reader to immediately link the footnote to the subject of the text without having to take the time to find the note at the back of the paper.
- Footnotes are automatically included when printing off specific pages.

Disadvantages of Using Footnotes

- Footnotes can clutter up the page and, thus, negatively impact the overall look of the page.

- If there are multiple columns, charts, or tables below only a small segment of text that includes a footnote, then you must decide where the footnotes should appear.
- If the footnotes are lengthy, there's a risk they could dominate the page, although this issue is considered acceptable in legal scholarship.

6.5 ENDNOTES

6.5.1 Understanding Footnotes

Note citing a particular source or making a brief explanatory comment placed at the end of a research paper and arranged sequentially in relation to about where the reference appears in the paper.

6.5.2 Advantages and Disadvantages of using Footnotes

Advantages of Using Endnotes

- Endnotes are less distracting to the reader and allows allow the narrative to flow better.
- Endnotes don't clutter up the page.
- As a separate section of a research paper, endnotes allow the reader to read and contemplate all the notes at once.

Disadvantages of Using Endnotes

- If you want to look at the text of a particular endnote, you have to flip to the end of the research paper to find the information.
- Depending on how they are created [i.e., continuous numbering or numbers that start over for each chapter], you may have to remember the chapter number as well as the endnote number in order to find the correct one.
- Endnotes may carry a negative connotation much like the proverbial "fine print" or hidden disclaimers in advertising. A reader may believe you are trying to hide something by burying it in a hard-to-find endnote.

6.6 FINDING THE DIFFERENCE

6.6.1 Footnotes vs Endnotes

- Footnotes and Endnotes they are basically the same.
- The one difference between footnotes and endnotes is that footnotes appear at the bottom of the same page, while endnotes appear at the end of the paper.

- Footnotes are more likely to interrupt readers flow of reading, endnotes do not interrupt the flow of reading.
- Footnotes and endnotes often appear in the same discussion.
- Footnotes and endnotes are used in printed documents to explain, comment on, or provide references for text in a document.

6.6.2 Using Endnotes & Footnotes

Things to keep in mind when considering using either endnotes or footnotes in your research paper:

Footnotes are numbered consecutively throughout a research paper, except for those notes accompanying special material (e.g., figures, tables, charts, etc.). Numbering The numbering of footnotes are "superscript"--Arabic numbers typed slightly above the line of text. Do not include periods, parentheses, or slashes. They can follow all punctuation marks except dashes. In general, to avoid interrupting the continuity of the text, footnote numbers are placed at the end of the sentence, clause, or phrase containing the quoted or paraphrased material.

Depending on the writing style, endnotes may take the place of a list of resources cited in on paper or they may represent non-bibliographic items, such as comments or observations, followed by a separate list of references to the sources you cited and arranged alphabetically by the author's last name.

In general, the use of footnotes in most academic writing is now considered a bit outdated and has been replaced by endnotes, which are much easier to place in your paper, even with the advent of word processing programs. However, some disciplines, such as law and history, still predominantly utilize footnotes.

6.7 CHECK YOUR PROGRESS

- Read the original text.
- Read the student student's writing.
- Look at the statements below the table and decide if the student plagiarized and then check your answer.

Original Text

Cats are built to hunt. Among their superior senses, they have excellent eyesight. They have a wider field of vision than humans do, so they can accurately judge where their prey is. Their large, light-sensitive eyes, like their wild cousins, are for night hunting. A cat's

pupils contract to slits rather than circles. This allows them to control more precisely the amount of light that enters their eyes and also to protect their retinas. The pupils also have a reflective layer called the tapetum lucidum that helps cats see better in darkness—and makes their eyes shine yellow-green in car headlights or flash photographs.

Text The text above was taken from page 10 of:
Singer, Marilyn. *Cats to the Rescue*. New York: Henry Holt and Company, 2006. Print.

Students Text

Cats are made to hunt. They have excellent eyesight to name one of their superior senses. They have a bigger field of vision than people do, so they can figure out where their prey is. Their eyes are large and sensitive to light like their wild relatives and this helps night hunting. A cat's pupils shrink to slits rather than circles. This helps them control the amount of light that comes in into their eyes and protects their retinas. The pupils have a reflective part named the *tapetum lucidum* that makes cats see in the dark, and it makes their eyes look yellow-green in car lights or camera flashes.

Works Cited

Singer, Marilyn. *Cats to the Rescue*. New York: Henry Holt and Company, 2006. Print.

Check the Statements.

Did the student plagiarize? Pick the statement below that best describes what the student did.

1. The student **did not plagiarize** because the writing is in the student's own words the source is included in the Works Cited
2. **This is plagiarism** because the student used a quote and didn't put it in quotation marks
3. **This is plagiarism** because the source in is not included in the Works Cited
4. **This is plagiarism** because the student just changed a few words

Exercise 2

Look at this bibliography and identify any errors you find:

Citations	Error/s?
Business Strategies (2000). Tomorrow's Call Centres: a Research Study.	
Department for Trade and Industry (2004). The UK Contact Centre Industry: a Study [Report]. London: Department for Trade and Industry.	
Health and Safety Executive. Psychosocial Working Conditions in Great Britain in 2004.	
Huws, U (1999). Virtually There: the Evolution of Call Centres. [Report]. London: Mitel Telecom Ltd.	
Huws, U (1993). Teleworking in Britain: a Report to the Employment Department. Research Series No 18. Oct 1993, London: Department of Employment.	
Huws, U (1996). eWorking: an Overview of the Research. [Report]. London: Department of Trade and Industry.	
Http://www.bbc.co.uk/bob/callcentres/ [Accessed 09/08/2004].	

6.8 REFERENCES

- <https://www.plagiarism.org/understanding-plagiarism>
- <https://www.evangel.edu/wp-content/uploads/2019/01/Understanding-Plagiarism.pdf>
- <https://libguides.lindsey.edu/plagiarism/types>
- <https://www.scanmyessay.com/plagiarism/types-of-plagiarism.php>

- <https://www.thoughtco.com/what-is-a-bibliography-1856905>
- <https://papersowl.com/blog/references-and-citing-sources-in-a-research-paper>
- <https://academicguides.waldenu.edu/writingcenter/apa/references/examples>
- <https://pitt.libguides.com/citationhelp>
- <https://www.utoledo.edu/library/help/guides/docs/apastyle.pdf>
- <https://www.trentu.ca/academicskills/documentation-guide/chicago-style/footnotes-and-endnotes>
- <https://support.microsoft.com/en-us/office/insert-footnotes-and-endnotes>
- https://agrar.uni-hohenheim.de/fileadmin/einrichtungen/agrar/Studium/Internat-Masters/Writing_Aid_Materials/How_to_use_footnotes_and_endnotes.pdf

:: STRUCTURE::**7.0 Objective****7.1 Checklist****7.2 Layout & Format****7.3 Format of Thesis****7.4 Structure of the Preliminary Parts****7.5 Thesis Text & Structure****7.6 Check your Progress****7.7 References**

7.0 OBJECTIVE

This unit briefly discussesdiscusses:

- Learning the right format for research thesis and paper
- Understanding the structure of the preliminary parts of the thesis

7.1 CHECKLIST

Checklist for Final Submission

Checklist for finalizing your paper or thesis & to make sure you don't forget anything important:

Is the deadline for your research paper or thesis getting closer and closer? In an ideal world, you'd already be finished with your work and have ample time to make your last checks before printing out the final version.

- **Before Your Final Check**

Changes to the content of your work

Before beginning your final check, you should have already completed any changes to the content of your work. Read through your text

multiple times and ask others to read it as well. You might even consider working with a paid copyeditor. After receiving feedback, incorporate changes into your text and finalize your wording. Your intellectual work is now finished.

Proofreading

As a next step, you should check your work for typos by using the Spelling & Grammar check in Word. Look over all of your punctuation as well, and don't forget to delete any extra spaces by using the Find and Replace feature.

Bibliography and citation formatting

If you're not working with a reference management program, you will need to carefully examine all of your bibliography entries and your in-text citations or footnotes. As long as you were careful when entering your sources and double-checked information for imported references, your references should be formatted correctly. However, you still should give your bibliography and citations a quick check, just in case a source was entered with a typo or in case the citation style rules are not up-to-date and don't match the current style guidelines.

Hyphenation

If your citation style or paper guidelines require you to use hyphenation at the end of lines of text, you should enable the automatic hyphenation in Word. This feature works along with any fields inserted by your reference management program and will automatically update after you make any changes to those fields. Since the automatic hyphenation feature doesn't always separate words as you might expect or want, you should double checkdouble-check all of the results. To avoid a strange result, you can use the keyboard combination Shift + Return to bring the word into the next line. The better solution is to omit the word from the automatic hyphenation. To do this, select the word by double-clicking it and then click the current language in the status bar in Word. Select the option "Do not check spelling or grammar". If you don't want to use the automatic hyphenation feature at all, you can turn off this option and do it manually. Manual hyphenation makes sense if you are working with a lot of specialized academic terminology. Before manually hyphenating, we recommend converting all inserted citations to text in case you also want to use hyphenation in your citations or bibliography. If you don't do this, your manual changes will disappear the next time your document is refreshed.

After you've finished these tasks, you can move on to your final checks:

- **During your final check**

Cover page

Your cover page is the first thing the thesis committee will see, so make sure that it makes a good impression. Double-check that all the formatting matches the guidelines you were given and make sure that you haven't left any information out, such as the course name, the name of your guide, or the date. If you've been working on a longer-term project, such as a Master's thesis, check if the formal requirements might have changed since you started. Also, make sure that the cover page does not include page numbers, which you can do by disabling starting the page numbering after the cover page.

Abstract

You likely won't need an abstract for shorter undergraduate research papers, but if you need to provide one for a master's thesis, check your guidelines.

Layout

Double-check the layout requirements in the guidelines from your course or university if you were not provided with a Word template. Your points can be taken off for details such as line spacing, font size or page margins or asked to do it again.

Table of contents

You don't have to worry about manually adding page numbers to your table of contents.

However, you should still check if the page breaks are still correct, for example, to make sure that the heading appears at the top of the next page rather than as the last line on a page.

Don't forget to check the other front and end matters in your work. For example, if you have an a figure index, you'll want to check if the figure numbering matches the numbering in the index. You will also want to update the fields in your table of figures one last time.

Save your Word document in the right format

- **After your final check**

Additional materials

Some universities may require you to submit both a paper and digital version of your work. For example in CD or pen drive. Check your requirements to see if you need to do this.

Handing it in

Give yourself enough time before your deadline to make sure you have everything and aren't rushed as you go to turn in your paper or thesis.

If using a digital method, be very careful to start your upload early enough and have a backup plan in place in case your internet suddenly stops working.

Since you checked off everything on the checklist, you can be sure that you thought of everything.

7.2 LAYOUT & FORMAT

One of the most important requisites in preparation of the *Thesis* is the consistency of format and adherence to the specific instructions given below.

Font

- It must be typewritten on A4 size paper (21 cm x 29.7 cm) in a clear and legible font (e.g., Times New Roman 12 or Arial 10). As far as possible, use the same font for the entire thesis but, if necessary, different fonts may be used within Tables, Figures, and Appendices.
- The Thesis has to be printed single-sided. Double-spacing should be used in the Abstract and text of the Thesis. Single spacing should be used in long Tables, block quotations separated from the text, footnotes, and bibliographical entries.
- Paragraphs should be indented, or an empty line left between paragraphs.
- Larger size type may be used for the title of the Thesis and for Chapter headings, as long as it is not no larger than 18 pointpoints.
- Boldface type may also be used on the title page and for headings, as well as in the text for special symbols or for emphasis.
- Reduced type may be used within Tables, Figures, and Appendices, but it should be at least 9 point points in size (partly because of microfilming requirements) and must be completely legible.
- The Thesis should be free from grammatical, lexical and punctuation errors.
- In addition to the computer spellchecker, a thesis should be proof-readproofread to check that errors do not remain that are not detected by the spellchecker. The thesis should consistently use either American or British spelling but should not alternate between the two.
- When using numbers in the text, if the first word of a sentence is a number, it should be written in words.

Chapter and Page Layout

- Begin each Chapter on a new page.
- Do the same with each element of the front matter (list of Tables, Acknowledgments, etc.), the Reference section, and each Appendix.
- Avoid typing a heading near the bottom of a page unless there is room for at least two lines of text following the heading.
- The Chapters should begin on a new page, but sections and subsections should not.
- A "display" page (a page that shows only the Chapter title) can be placed at the beginning of Chapters or Appendices.
- Pages should be numbered at the bottom in the centre, using Arabic numerals (1, 2, 3) beginning with 1 on the first page of the Introduction and continuing consecutively to the end of the manuscript including References.
- The preliminary pages are numbered in lower-case Roman numerals, beginning with the declaration page.

Margins

- A margin of at least 4.0 cm must be left at the top and left side of each page and a margin of at least 2.5 cm on the right and bottom.
- The last letter or character in the longest line on the page determines the margin.

Captions and numbering (Tables and Figures)

- Each Table should carry a number and a title clearly describing the data presented. Similarly, each Figure / Illustration should carry a number and caption that clearly describes the nature of the data presented.
- The caption should be at the bottom of the Figure. Number them consecutively throughout, in the order in which they are placed in the text.
- The Figures, Graphs, and Tables should be embedded in the text of the thesis, immediately after the first mention of it in the text, on the same page if there is room, or on the following page.
- Captions and titles of Figures and Tables should appear on the same page as the material itself.
- Tables should be numbered consecutively with Arabic numerals throughout the thesis. Figures and Illustrations should also be numbered consecutively in the order of presentation. All Tables and Figures must be referred to in the text by numbers and not by a phrase such as "the following table".
- Tables or Figures of peripheral importance to the text may be placed in an Appendix.

Appropriate use of headings and subheadings

- Headings should be distinguished from the surrounding text by a larger font size, a different font, bolding, italics, or a combination of these.
- All headings of the same level should use the same style, and headings at lower levels should be less prominent than those at higher levels.

Example:

- Chapter Title (Arial 14 point/ Times New Roman 16 point - Bold Small caps)
- Heading for section (Arial 12 point/ Times New Roman 14 point - Bold Italic)
- Heading for sub-section (Arial 10 point /Times New Roman 12 point - Bold)
- Heading for part of subsection- (Arial 10 point/ Times New Roman 12 point- Bold Italic)
- All headings should be left alignedleft-aligned, except chapter headings, which may be centeredcentred.
- The headings and subheadings can be numbered, if necessary.

7.3 FORMAT OF THESIS

The manuscript consists of three main parts:

1. The Preliminaries,
2. The Text, and
3. The Annexure.

It is to be arranged in the following sequence:

The Preliminaries

- Cover Page Title Page
- Declarations by Student Certificate by Research Guide Approval of Thesis Acknowledgements
- Table of Contents
- List of Figures, Tables or Illustrations List of Abbreviations (optional) Synopsis

The Text

- Introduction Literature Review
- Materials and Methods Results
- Discussion
- Summary and Conclusion Bibliography

The Annexure

7.4 STRUCTURE OF THE PRELIMINARY PARTS

Outer Cover

The outer cover should carry the following details:

- The full title of the thesis
- The candidate's name
- PhD Thesis - Year
- Institute's Emblem
- Name of the Institute

Title Page

- The title page should provide the following information in the following order:
- The full title of the thesis
- The statement- "A thesis presented by" Candidate's name, 'to'
- Institute's name
- The statement: "In partial fulfillment fulfilment of the requirements for the award of Doctor of Philosophy"
- The year of submission

(Type the title of the thesis using capital letters throughout. If it occupies more than one line, double the spacedouble-space between lines and arrange arranges in inverted pyramid form. Express formulas, symbols, and abbreviations in words on the title page, even if the "shorthand" forms are conventional and widely accepted.)

Declaration of Authorship

- The student should make this declaration.

Certificate by the Research Guide

- The guide has to provide a certificate and if Co-guide is present, separate certificates have to be given by the Guide and Co-guide.

Approval of Thesis

- To be signed by Guide, Co-guide and External examiner

Acknowledgements

- The acknowledgement of the thesis is written in gratitude to all those who were instrumental in bringing the thesis to fruition. The language used should be formal. Acknowledge those who have assisted technically (including materials, supplies),

intellectually (assistance, advice) and financially (for example, funding agency institutional support, travel grants).

Table of Contents

- The thesis must have a table of contents page listing chapter headings, section headings and sub-headings as well as appendices and their corresponding page number, as illustrated below. Indent subheadings as shown below

	Page
Declaration by student	i
Certificate of guide	ii
Approval of thesis	iii
Acknowledgements	iv
List of Figures	
List of Tables	
Abbreviations	
Synopsis	xxx
Introduction Subheads ...	1
Literature Review Subheads ...	
Materials and Methods Subheads ...	
Results Subheads ...	
Discussion Subheads ...	
Summary and Conclusion	
Bibliography	
List of publication publications from thesis	
Curriculum vitae	
Appendices Title....	A An I AII

A separate list of Figures, Tables, or Illustrations should be included on a separate page immediately following the table of contents.

List of Figures

Figure No. Caption Page

List of Tables

Table No. Title Page

List of Abbreviations (Optional)

If a large number of abbreviations are used in the thesis, which may be unfamiliar to a reader, a list of abbreviations may be useful.

Synopsis

The synopsis is a summary of the contents of the thesis. The synopsis is submitted prior to before the submission of the thesis and will carry a cover page. It should be concise, and comprehensive, and should have the following details:

- The background and
- Objectives,
- Hypothesis,
- Methodology,
- Major findings and
- Significance/ implication of the findings

The results can include quantitative data. Citations are generally not included in the synopsis. The synopsis should not include internal headings, diagrams or other illustrations. Like the text, it must be double-spaced. The length of the Synopsis should not exceed 6 pages. In the Thesis, the synopsis should be placed before the main text and when it forms part of the thesis, it should carry the heading ‘SYNOPSIS.’

7.5 THESIS TEXT & STRUCTURE

The text of the thesis is usually divided into chapters with subheadings within the chapters to indicate the orderly progression of topics and their relation to each other.

All chapter headings should be typed consistently. When there are subheadings, each level of heading should be clearly distinguished typographically from the other levels, and the variations should be selected to reflect in an obvious way the hierarchy of headings (that is, higher level higher-level headings should look more important). Always allow at least one extra line of space above subheadings, and preferably below as well.

Chapter 1 : Introduction

The thesis should normally begin with a general introduction presenting an overview of the purpose and significance of the study. The introduction should show why the topic selected is worth investigating. This will normally be done with reference to concerning existing research, identifying areas that have not been explored, need to be explored further, or where new research findings justify a reconsideration of established knowledge. Having precisely defined the research problem, the introduction should propose a solution to this problem. This response should make

explicit the objective of the research, not simply state an intention to explore or discuss. It is especially critical that the Introduction is well written. Without a clearly defined purpose and strong theoretical grounding, the thesis or dissertation is fundamentally flawed from the outset.

Chapter 2 : Literature Review

It is called the Literature Review because the contents of of this chapter are based on published material. The purpose of the literature review is to summarize, evaluate and compare the main developments and current debates in the field, which are specifically relevant to the subject of research embodied in the thesis. Literature The literature review should also aim at and ways to address these issues with the present research program. Finding Research Gap is also part of the literature review.

A critical review of the available solutions to the problem that was addressed and identifying the knowledge gaps in the current literature would establish benchmarks against which the contributions of the study can be assessed. Therefore, the most recent information relating to the field of study must be presented.

Chapter 3: Methodology

This chapter varies depending on the method and analysis technique chosen, the chapter describes and justifies the methods chosen for the study and why this method was the most appropriate. Objective The objective and hypothesis of the study are mentioned in this chapter.

Citations in this section should be limited to data sources and references of where to find more complete descriptions of the procedure. Description of the statistical analysis and tests performed are also to be given

Chapter 4: Analysis and Discussion

The results are actual statements of observations, including statistics, tables, and graphs. Mention negative results as well as positive. Break up results into logical segments by using subheadings. Key results should be stated in clear sentences. Do not repeat in the text all the values given in the tables. Do not present the same data as a graph as well as a table. Use one of the appropriate styles of presentation.

This chapter should also address the implication of the findings. Interpret results in terms of the background laid out in the introduction. Include the evidence or line of reasoning supporting each interpretation.

Chapter 5: Summary and Conclusions

Start the chapter with a few sentences that summarize the most important results and conclude by giving the strongest and most important statement that highlights the outcome of the study. The conclusion should provide answers or solutions to the questions or problems raised in the introduction. The argumentation of the thesis should be summarized, and if appropriate, elaborate on how the research findings and results will contribute to the field in general and what sort of broader implications these may have. Suggestions may be made for further research where appropriate, but this is not a requirement

References

All publications cited in the thesis should be presented in a list of references following the text.

The Annexure

Publication Details

List A list of publications obtained by the student from the PhD work should be included in the Thesis. Students are strongly encouraged to place the accepted versions of the manuscripts (maximum two), which were an integral part of the thesis work.

Curriculum vitae (optional):

Provide one pageone-page giving academic qualifications, academic achievements and a list of publications.

Appendices (optional):

Appendices may include the formulas, diagrams, protocols, or any similar data that are not contained in the body of the thesis. The number can be given as A-1, A-2 and listed as such in the table of contents.

7.6 CHECK YOUR PROGRESS

Q1. Design a cover page and title page for your research study.

Q2. Explain in brief 5 Chapter of a research study.

Q3. Explain in detail the final submission checklist for a thesis.

Q4. Explain briefly layout and format of a thesis.

Q5. Write a short note on the structure of the preliminary part of a thesis.

7.7 REFERENCES

- <https://www.aresearchguide.com/4format.html>
- <https://open.lib.umn.edu/writingforsuccess/chapter/13-1-formatting-a-research-paper/>
- https://gradschool.vanderbilt.edu/documents/Format_Guidelines.pdf
- <https://www.umass.edu/it/support/workshops-training/format-a-thesis-or-dissertation-ms-word-general-advice>
- <https://gsas.harvard.edu/degree-requirements/dissertations/formatting-your-dissertation>
- <https://www.jou.ufl.edu/grad/forms/Guidelines-for-writing-thesis-or-dissertation.pdf>
- <https://www.student.unsw.edu.au/thesis-structure>
- https://www.ldeo.columbia.edu/~martins/sen_sem/thesis_org.html
- <https://gradcoach.com/dissertation-structure/>

UNIT : 8**POST SUBMISSION: FOCUS ON
YOUR END GAME****:: STRUCTURE::****8.0 Objective****8.1 Publishing Tips****8.1.1 SEO – Research Article****8.1.2 Quality of Language****8.1.3 Selecting the best and right journal****8.2 Tips for increasing research article/paper's search engine****8.3 Selecting Right Publication Types****8.4 Check your Progress****8.5 References**

8.0 OBJECTIVE

This unit briefly discussesdiscusses:

- Learning ways to choose the right publication for a research paper/article
- Understanding different parameters for choosing the right journal
- How to increase SEO for research paper/article
- Learning parameters for different publication types

8.1 PUBLISHING TIPS

Post Submission and before Publishing checklist:

8.1.1 SEO – Research Article

Make your article more noticeable with search engine optimization (SEO). With so many millions of research articles available, it could be easy for yours you to get lost in the noise. By paying attention to a few points, you can make sure your article is search engine optimized and ready to be discovered by the broadest possible audience. Tips for SEOSEO tips include:

- Use keywords, especially in the title and abstract.
- Add captions with keywords to all photographs, images, graphs and tables.
- Add titles or subheadings (with keywords) to the different sections of your article.
- Make sure you place links to your article from relevant websites e.g. your institute's website, Wikipedia, LinkedIn, blogs and social media.

8.1.2 Quality of Language

Language issues can mean the difference between acceptance and rejection. It's important to ensure the language you use is clear and error-free, for two main reasons:

- The clearer your language, the more easily and accurately people will understand your work and your message.
- Errors disengage readers – if your work is full of mistakes, your readers will be distracted and question the quality of your work. This is especially important when the reader is reviewing your submission to a journal. Your article should report your findings and conclusions as clearly and concisely as possible.

To achieve this:

- Try to avoid unnecessary words or phrases – keep it simple.
- Use the active voice when possible. For example, “Carbon dioxide was consumed by the plant” is passive. Active writing shortens this phrase to, “the plant consumed carbon dioxide” – which is much snappier.
- Tense is important. For known facts and hypotheses, use the present tense: “The average life expectancy of a honeybee is six weeks.” But use the past tense when referring to experiments you've conducted: “All the honeybees were maintained in an environment with a constant temperature of 23°C.” And also use the past tense to describe results: “The average life span of bees in the contained environment was eight weeks.”

8.1.3 Selecting the best and right journal

Publishing your research in the right journal can help you reach a global audience, make an impact and move forward in your career. How can you make sure your publication is the best it can be? Here are some tools and tips to help you find the right home for your work.

Impact Factor

- Cite Score – average citations received per document published in the journal.
- Impact Factor – Clarivate metric – number of times an average paper in the journal is published.

- 5-year Impact Factor – Clarivate metric – Impact Factor based on five years of history.
- Article Influence & Eigen factor – citations from highly ranked journals are more important and influential than those from lower ranked journals.
- Source-Normalized Impact per Paper (SNIP) – the impact of a paper within a subject field.
- SCI Mago Journal Rank (SJR) – a prestige metric based on the idea that “not all citations are created equal.”

Speed

- The average number of weeks it takes for an article to be reviewed.
- The average number of weeks it takes for an article to reach key publication points in the production process.

Reach

- The number of downloads at the country/regional level over the last five full years available.
- The number of primary corresponding authors at the country/regional level over the last five full years available.

Checklist

- Take into consideration the type of article you’d like to publish (full length, letter, review, research element, etc.).
- Check the references in your article, to give an indication of indicate possible journals of interest.
- Read the journal’s aims and scope on the journal homepage on elsevier.com.
- Read or download the journal’s guide for authors.
- Check if the journal is invitation-only; some journals only accept articles after inviting the author to submit them.
- Check the journal’s performance for review and publication timelines.
- Submit your paper to only one journal at a time

8.2 TIPS FOR INCREASING RESEARCH ARTICLE/PAPER’S SEARCH ENGINE DISCOVERABILITY

1. Creating a Search Engine friendly Title

- Include 1-2 keywords related to your topic
- Place your keywords within the first 65 characters of your title
- Keep your title short
- Consider moving a phrase from your title to the first or second sentence of your abstract

2. Good Optimization of Abstract

- Place essential findings and keywords in the first two sentences of your abstract.

- Only the first two sentences normally display displayed in search engine results.
- Repeat your keywords 3-6 times
- Don't forget the purpose of your abstract is to express the key points of your research, clearly, and concisely

An example of a well-optimized abstract:

Title includes and leads with important keywords

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords
 ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic CO₂ *Search term-style keywords provided*

Abstract
 Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.

Search to contextualize repeated keywords throughout abstract

3. Using keywords throughout the article

- Include keywords in your title (1-2), abstract (2-3), and keyword fields (5-7)
- Keywords may be keyword phrases rather than just single words
- Incorporate keywords in your headings too
- Headings tip off search engines to the structure and content of your article
- Use keywords consistent with your field
- Let keywords flow naturally and in a contextual way
- Search engines dislike too much keyword repetition, known as keyword stuffing, and may 'un-index' your article, making it hard to find online

4. Be Consistent

- Refer to author names and initials in a consistent manner consistently throughout the paper
- Remember to be consistent with any previous online publications

5. Building links

- Link to your article across your social media, networking, and institutional sites
- The more in-bound links to your article, the more search engines like Google will value and highlight your content
- Encourage colleagues to link to your article
- The more links from respected individuals/trusted sites the more powerful the effect. Don't forget to do the same for them!

8.3 SELECTING RIGHT PUBLICATION TYPES

Publication types

The kind of information needed determines the choice of information source. Different types of publications contain different kinds of information, or it is presented differently, generally with the target group in view. The timing of publishing information varies according to the type of publication.

The different publication types are listed according to the publication speed of the information:



Social Media

- Typical websites are the social media profiles or home pages of individual persons, companies, organizations, institutions and administrative bodies.
- Distribution of information and business purposes are typical examples of their use.

Web Pages

- Web pages can provide immediate information about events, and can be always up-to-date.
- They may contain additional material related to a printed source or TV and radio programmes, news etc.

Social Media & Web Pages - Parameters

- Time of Publication: from this moment onwards to several years after the event
- target group: wide audience, school children, students, researchers
- Authors: individuals, societies, organisations

- contents and content structure: very diverse; topics of the texts range from general overviews to single pieces of information, may also include pictures and sound
- Content Viewpoint: varies from scientific to entertainment according to the nature of the web-page

Newspaper

- A newspaper is a publication which comes out regularly, is typically funded by paid subscriptions and advertising and can be published in printed and electronic format.
- It contains news and articles that report or comment on different aspects of life and society.
- Current events and surveys form their main contents, but in addition, they contain material on culture, sport, entertainment and other topics.
- The distribution of newspapers can be on the national, regional or local level.

Parameters for choosing Right Newspaper for publishing article

- Time and Frequency of Publication: Reports news on a daily to weekly basis. Published daily or on a few days a week.
- Target Group: wide readership
- Authors: journalists, editorial staff, expert columnists
- Content and Structure: Range from news surveys to review articles and opinions. Articles normally provide answers to the questions of who, what, where, when and how. An editorial presents the newspaper's view on a current topic. Articles do not include bibliographies.
- Breadth of Articles: Varied
- Viewpoint of the Contents: dependent on for example the degree of regionality, the political affiliation etc.
- Publisher: a commercial publisher or a political party

Conference Proceedings

- Conference proceedings is the term used to describe a publication which contains papers presented at a congress, conference, seminar, workshop or any other such meeting or training session.
- The publication contains the oral presentations or discussions of a particular meeting in the form of full texts or summaries.
- The proceedings can be published in the form of a book or a supplement of to a journal.
- They are often called Proceedings of the International Congress/Conference/ Symposium/Colloquium/Meeting

Parameters for publishing in Conference Proceedings

- **Time of Publication:** Published either before or after a meeting. Articles published before a meeting are often assessed by a referee.
- **Target Group:** Participants of the meeting, researchers, experts, and others with an interest in the subject.
- **Nature of the Contents:** New research results, findings, inventions
- **Authors:** researchers, presenters
- **Contents and Structure:** abstracts, articles from the meeting
- **Breadth of articles:** an abstract is brief, and an article can be several pages long
- **Publisher:** scientific societies, organisations, commercial publishers

Magazines

- Magazines are published at regular intervals and in terms of content the articles can be general, or popular scientific information, political reviews, economic or consumer information, but may also be articles related to hobbies.
- There is great variety in size and paper quality, or they may be published uniquely as web publications.

Parameters to look for publishing in Magazines

- **time and frequency of publication:** varies from one week to a month from the occurrence of events. Published at least four times during a calendar year.
- **target group:** wide readership, people with special interest
- **authors:** journalists, experts, people with a special interest in the subject
- **contents and structure:** overviews, summaries, more analytical than newspapers. They answer the questions who, what, where, when and how; may also contain the analytical question why. Depending on the magazine, an article may contain bibliographic information.
- **breadth of articles:** ranging from one to several pages.
- **publisher:** a commercial publisher, societies, associations, organisations.

Scientific Journals

Scientific journals are the most important publication channels for scientific information. With many scientific journals, the quality is guaranteed by an evaluation policy whereby experts from the same field

assess an article's contents and its publication merits. This assessment process is called a referee or peer review policy, and therefore these magazines are often called 'refereed journals'. Such journals are published regularly, either monthly or quarterly, or they may also be published irregularly, but nevertheless with some degree of frequency. The articles in this kind of journal follow an agreed structure, and they contain enough information to allow replication of the research described.

Parameters for selecting the right scientific journals for research paper

- time of publication: from monthly to yearly intervals
- target group: researchers, experts and students
- nature of contents: research results, theoretical
- authors: researchers, experts

- contents and structure: detailed research descriptions, research results, statistics, tables, analyses, bibliographies
- length of the article: several pages, normally more than 5 pages
- content viewpoint: represents a current, objective/neutral view, presented in scientific language, often supported by scientific societies
- publisher: scientific societies and commercial publishers

Reference Works

An encyclopaedia is an extensive compilation of information. It may be general, containing information about a large amount number of different topics, or it may focus on a particular subject matter such as medicine or engineering. Some encyclopaedias concentrate on offering information from a certain cultural or national point of view. An encyclopaedia may be arranged according to headings, either in an alphabetical order or by subject matter. Alphabetical order is the most common, particularly in general encyclopaedias. Articles in encyclopaedias may vary in length from a few sentences to several pages, depending on the encyclopaedia.

A dictionary is a kind of reference work that presents words, usually in alphabetical order, chosen according to some particular criteria. In monolingual dictionaries, explanations are given for the words; other dictionaries offer foreign language equivalents of the words.

A handbook is a kind of reference work that presents central information from a particular subject field. Handbooks are useful sources of factual information, which provide help in solving practical problems. They may contain for instance tables, constants and standards, and often they offer references to other sources of information.

A table is a numerical or other such presentation of information in a list format, usually using several columns (e.g. mathematical tables, physics and chemistry tables, statistics).

Parameters for selecting the right references

- time of publication: from months to several years from the event
- target group: wide audience, experts, researchers
- authors: experts, researchers
- contents and structure: dependent on the particular reference work; general overviews,
- statistics, numbers, verbal explanations
- breadth: dependent on the particular reference work
- publisher: commercial publishers, scientific societies

Books

Scholarly books can be reference works or handbooks for a whole discipline or for just one particular subject area, written by one or more authors about a particular topic, or they can be composed of an array of articles which that a journalist or editorial board has compiled into a book.

A monograph is written completely by just one author or a group of authors. It may also appear as a part of a publication series.

An edited scholarly book is a work that has not been written completely by just one author or a group of authors, rather the contents have usually been collected from several authors and edited. The title page of a book says 'Edited' or 'ed', or Herausgegeben (hrsg.), Redigerad (red) depending on the language of the publication.

A chapter contributed to a scholarly book/publication series as part of an edited book. An author or a group of authors write a chapter, section or an article for a scholarly book edited by someone else. The same person or a group can act both as editor of the book and contributor of one or more chapters.

A textbook is a work specifically written to be a course book/coursebook. It is not necessarily apparent that the book was originally written to be a course book/coursebook. Course books are usually more readable than scholarly works.

Parameters for selecting the right books for research paper/article publication

- time of publication: from one to several years after the event
- target group: wide audience, school children, students and researchers
- authors: researchers, experts
- contents: detailed analysis of the subject, sometimes articles written by several authors, includes an index of references and contents and often a subject index and a list of authors as well
- length: many pages, often exceeding one hundred.
- publisher: commercial publishers, scientific societies, business enterprises, administrative organizations, educational establishments

8.4 CHECK YOUR PROGRESS

Q1. Write a short note on SEO – research article.

Q2. Describe in brief parameter parameters for publishing research paper papers as part of conference proceedings and scientific journals.

Q3. Create a search engine friendly research paper/article title.

Q4. Write in brief any 3 Tips for increasing the research article/paper’s search engine discoverability.

8.5 REFERENCES

- <https://authorservices.taylorandfrancis.com/publishing-your-research/>
- https://www.wlc.edu/uploadedFiles/Content/Academics/Student_Success_Center/ResearchPaper.pdf
- <https://authorservices.taylorandfrancis.com/research-impact/search-engine-optimization-for-academic-articles/>
- <https://www.wiley.com/network/researchers/preparing-your-article/how-to-choose-effective-keywords-for-your-article>
- <https://www.enago.com/academy/7-simple-seo-tips-to-increase-research-paper-visibility/>
- <https://www.enago.com/academy/how-to-select-the-right-journal-for-publication/>
- <https://publishingsupport.iopscience.iop.org/questions/choosing-the-right-journal/>
- <https://pubrica.com/academy/publication-ethics/how-to-select-the-right-journal-for-publication/>
- <https://typeset.io/resources/choosing-the-right-journal-a-comprehensive-guide-for-early-career-researchers/>
- <https://www.editage.com/insights/6-article-types-that-journals-publish-a-guide-for-early-career-researchers>

:: STRUCTURE::

- 9.0 Objective**
- 9.1 Introduction – Connected World**
- 9.2 The Global Information Superhighway**
- 9.3 What the Connected world is doing**
 - 9.3.1 Few Upsides of the Connected World**
 - 9.3.2 Few Downsides of the Connected World**
- 9.4 At the heart of the Connected World**
- 9.5 Real Life Real-Life Examples of a Connected World**
- 9.6 Check your progress**
- 9.7 References**

9.0 OBJECTIVE

This unit briefly discussesdiscusses:

- Learning about the major milestones in the word world of communication
- Understanding the world of Digital
- Understanding the Past, present and future of the connected world
- Learning about the upsides and downsides of the Connected world

9.1 INTRODUCTION – CONNECTED WORLD

From the beginnings beginning of time, humans have wanted to stay in a connected world.

In the beginning, it was language and then paths and roads and then the wheel. Things that allowed for communication between people and multiple groups. Then, there were smoke signals, bugle calls, sign language and village beaters. As humans evolved, so did ways to

communicate. Letters tucked into little rolls stuck to a pigeon's feet, runners carrying mail to another village, sailing ships that carried goods and messages across the world...They were all nothing but attempts at creating a common community in a diverse world.

Before the present paradigm in human civilization, if we were to put major milestones in perspective regarding communication, the following would come to light.

1. The development of the spoken word and subsequently language and translation
2. Human settlements and the formation of society and religion.
3. Beasts of burden and intermingling of societies. The formation of administrative units such and as kingdoms and Empires
4. Trading Lines
5. The discovery of the wheel and easy transportation
6. Sailing Ships
7. The formalization of scripts
8. The invention of Paper
9. Other means of communication such as Smoke Clouds, Mirrors, Carriers
10. Post
11. The printing press and the Newspaper
12. Postal Services and Runners
13. Invention of the Rail Road
14. Motorized Transportation
15. The Telegraph
16. The Radio
17. The Telephone
18. Air Travel and Transportation
19. The Computer and Intranet
20. The Mobile Phone
21. World Wide Web and the Internet
22. Social Media
23. Messaging Platforms
24. Virtual and Augmented Reality

If one studies the list above dispassionately, one is bound to realize that the first 10 points were developed over a time that spanned probably a period of 3-4000 years, while the remaining fourteen have actually found credence in just 500 years. Within that, it is important for us to note that every point from the Railroad to AR have has actually been developed and propagated in just 150 years.

The world is developing faster than ever before and every major step it takes is around the concept of connectivity.

9.2 THE GLOBAL INFORMATION SUPERHIGHWAY

If there was just one positive from the recent COVID crisis, it is that we don't need to physically be present for something to be done. The earth today is wrapped in a web that covers 65.6 percent of the entire world's population. There are 4.28 billion unique mobile internet users worldwide, which makes up 54.6 percent of the global population. These unique statistics that the world has never seen before, combined by with developments in bandwidth, speed and applications ensure that ideally, most of the world's working population need not leave home to do their work.

The web enables them to do that from a stationary position and quite effectively at that.

In another few years, aided by developments in Low Earth Orbit satellites and 5G, 100% of the world will be covered. This will theoretically enable you to work from the middle of the ocean, or deep within the Amazon Ecosystem or from the top of the Mount Everest.

Such a vast web puts the world in at an advantage it has never ever owned before this. This advantage is breaking down the information divide, enabling homogenous knowledge banks that is and will catalyze uniform development, thereby perhaps bringing a classless utopia closer than ever before.

9.2.1 Components of the Global Information Superhighway – I-Way

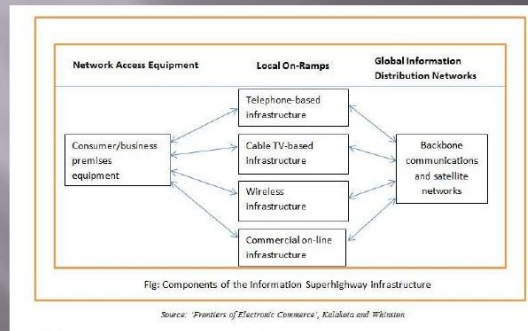
Components of the I-way can be broadly categorised as follows:

1. Consumer access equipment: - which is at the consumer end and enables the consumer to access the network. It consists of the hardware such as computers, modems, routers, switches for computer networks, set-top boxes for television networks and software platforms such as browsers and operating systems.

2. Access road or media: - provide the communication backbone for the transmission of data and information. The access providers can also be differentiated into four categories: telecom based cable TV-based, wireless-based, or computer-based online systems.

3. Global information distribution networks: providing the infrastructure for connecting across the countries and continents. They include such networks as the long-distance telephone lines, satellite networks, and the internet.

COMPONENTS OF THE I-WAY



9.2.2 Rewards of the Internet as Information Superhighways.

1. The Internet provides access to information sources such as e-journals and e-books.
2. It becomes an effective tool for accessing such an amount of information in a short period.
3. It gives access not only to pure texts but also to audio, video and graphics, and lastly.
4. It gives the researcher the ability to access web pages and gives the researcher the ease to view citations and supporting data which allows a collective type of research.

9.3 WHAT THE CONNECTED WORLD IS DOING

9.3.1 Few Upsides of the Connected World

The internet has accomplished what humanity could not for millenniums. It has truly given birth to a world and society which is more homogenous than ever before. The modern connected world has many benefits. A few of these (that are lifechanging) are listed below.

1. Creating new jobs
2. Overcoming Poverty
3. Revolutionizing Healthcare
4. Natural Disaster and Aid handling
5. Making Construction and Development more efficient
6. Enabling a Global Green revolution

In fact, so much is the effect of modern discoveries on the world that the future of a connected world can and will ensure a bright future for mankind by ensuring

1. Better Education
2. Improving Personal and Social Security
3. Positive impact through Global Wealth Creation and distribution
4. Combating and eventually nullifying inequity

5. Strengthening Global collaboration where it matters the most
6. Energy Management and Distribution

9.3.2 Few Downsides of the Connected World

1. Data Security
2. Crime and Terrorism
3. Complexity
4. Privacy Concerns
5. Social Disconnect
6. Work Overload
7. Digital Media Manipulation
8. Job Insecurity
9. Plagiarism and Copyright
10. Anonymity and Fake Personas
11. Overreliance on Gadgets
12. Addiction
13. Organization and Storage
14. Depersonalized Warfare
15. Social Alienation

9.4 AT THE HEART OF THE CONNECTED WORLD

The Internet of Everything is transforming everyday life. From the growth of crops to the movement of passengers to international commerce to caring for the elderly to imparting education to entertainment to city administration and space...the internet controls and governs everything in the world. That which connects the world also runs it. This is the overwhelming reality of our times. This truth has a scary dimension. Even though we know that at the heart of the connected world is the internet and platforms that carry it, our control over this space is reducing gradually, putting the world in a technology blackhole black hole that may be the end of the world as we know it.

For now, though, IOT IoT and a Connected world is are revolutionizing the way we live – where life is controlled by electronic data transfers into the cloud over the internet using TCP/IP.

9.5 REAL LIFEREAL-LIFE EXAMPLES OF A CONNECTED WORLD

Smart Homes

Imagine waking up, not by an alarm blaring from your phone, but to the smell of coffee, light coming in your window from a curtain being drawn back, and a gentle stirring massage or vibration from your mattress. You wake up rested because a sleep sensor has made sure not to rouse you during a round of REM sleep.

Once you rise, your voice assistant tells you about the weather for the day, makes clothing recommendations based on the forecast, and announces your calendar events, giving you reminders for the day (don't forget to call your mother, it's her birthday). Your iRobot has quietly cleaned while you slept. You use the washroom, and a smart toilet sensor checks your urine for health indicators – flagging any early disease detection to both you and your physician.

You've run out of eggs for your breakfast, but your smart fridge has already taken care of that through an automated electronic order for eggs to an online grocery store who that automatically charge a card on file for the food they deliver by drone to your front door. You can turn on the lights, turn up or lower the temperature of your home and ensure the door is locked all through voice instructions given to your connected home.

This is already a part reality. Many of you would already be aware of various devices like Alexa and Google dot already changing the way you function at home.



Smart Cars

You leave your smart home and get into your IoT connected smart car. Driverless cars have always seemed like the stuff of futuristic movies and dreams but no longer. Companies like Google, Samsung, and apple apart from Automotive giants and Utility giants like Uber are already testing such products.

The Connected world enables human-to-human, machine-to-machine, and human-to-machine interactions that will shape how our automobiles operate. IoT connected vehicles like the Tesla and Tata Nexon and also scooters like the Ather and Ola are now equipped with sensors allowing them to pick up information from their surroundings and the machine

itself that can be acted upon and enable a better and safer driving experience.

IoT connected cars transmit real-time data to manufacturers, so the manufacturers can quickly and accurately respond to any maintenance or machinery issues. Networked cars with drive assist, or that drive autonomously, are believed to decrease accidents, and increase road safety. With more than 90% of car crashes attributed to the human driving error that is probably an accurate assumption. IoT automobiles don't get angry or tired or distracted. The automated driving program Advanced Driver Assistance Systems (ADAS) is designed with best-in-class technology, alerting drivers to potential problems and taking control of the vehicle, if necessary, to significantly reduce road accidents. Other connected car benefits include notifying family or emergency services should a collision occur, automated vehicle diagnostics and maintenance notifications, and driver habit tracking for insurance purposes. All of this adds up to safer roads.

Smart Cities

Once in your car, you'll be transported through the smart city you call home to your office. Because you live in a smart city, your commute is now 15-30 minutes faster than it used to be. Transit data, for example, can tell a city when it needs to increase public transit schedules on a particular subway line to reduce congestion and lower commute times. Traffic light cameras can alert a city to the need to adjust light timing to keep cars moving and lessen congestion, and if a collision occurs, inform emergency response instantly. More efficient public transit and traffic control contribute to lower carbon emissions, making the city air less polluted for inhabitants.

Through the power of IoT, whole cities are becoming digitally networked and therefore smarter. By collecting and analyzing mass amounts of data from IoT devices throughout various city systems, cities are improving the lives of citizens. Smart cities can make better decisions through the data it collects about infrastructure needs, transit demands, and crime and safety. A study showed that by using current smart city applications, cities are improving quality of life indicators (like crime, traffic, and pollution) by between 10-30%. IoT technologies in everyday life as part of your home, transportation, or city, connect to make a more efficient and enjoyable life experience. IoT promises a better quality of life by doing mundane chores and increasing health and wellness.

Smart Cities can also utilize its their connected brains for better Drainage and Garbage control, Crime detection and prevention, public places, surveillance etc. that which will go a long way in controlling and improving the lives of common citizens.

Wearable Devices

Wearables are electronic devices that can be worn or carried on the body. These devices can be separated into categories such as smartwatches, wristbands, and hearables. Personal data of the user can be monitored and measured through powerful microchips and smart sensors that are embedded within the wearable device. Connecting to additional devices using Bluetooth, Wi-Fi or a cellular network can further enhance the user experience.

These are not limited to recreational factors but are crucial to the preservation of health in their users. A smart wearable on a heart patient can keep him in continuous touch with his doctor. A smart device worn by children on their way to school and back can keep their wards informed about their whereabouts.

Smart Wearable devices can also help in far more complex situations. The defense forces and internal security and disaster management personnel can utilize smart wearables for effective discharge of their duties. They can also act as force multipliers. An athlete can wear a smart T Shirt that can optimize his/her performance while letting his team know his vitals in a stressful situation. A baby can wear a smart device that will help his parents know if he is asleep or awake ... or just plain hungry.

The possibilities are endless.

However, for Smart Devices and the Connected world to function, upgraded, robust networks with near 0 downtimes are required. While networks are evolving to keep pace with the growth in connected devices and, as more devices connect to each, the mounting number of device clusters sending data back to the network is creating a heavy burden.

With end-user demand for mobile at an all-time high and wired communications now showing their limitations, there is a real and urgent need for new distribution and receptor technologies that may accelerate the need for 6th or even later generation technologies to be launched and propagated far before their scheduled times. Governments and regulatory bodies need to move faster in unison so that the latent and even manifested demand for higher, more robust networks build builds up at an unprecedented rate.

What we will start seeing is a demand for network bridges and switches in micro-form or a software form that will allow devices to connect to multiple networks. Next generation networks (NGN) and software defined networks (SDN) will evolve and deliver this multicarrier ability to send and receive packets across numerous networks and then combine them to form a whole

service. This will give end-users the greater speed they need, greatly improving the digital experience.

The connected world and the future has had never looked more exciting.

9.6 CHECK YOUR PROGRESS

Q1. What are the major milestones related to communication before the present paradigm in human civilization?

Q2. Explain in brief the Global Information Superhighway.

Q3. Write a short note on smart homes.

Q4. Write in brief Upsides and Downsides of the Connected World.

Q5. 'The connected world and the future has never looked more existing'. Do you agree with the statement? Explain your views in 250-350 words.

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:: STRUCTURE::

- 10.0 Objective**
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10.0 OBJECTIVE

This unit briefly discusses discusses:

- Learning key essential communication tips from commercial brands to ensure your message resonates with your audience and creates impact.
- How to think like a brand strategist (and act like one)

- To think like a marketer and boost results

10.1 INTRODUCTION

10.1.1 Defining a Brand

A brand consists of any name, term, design, style, words, symbols or any other feature that distinguishes the goods and services of one seller from another. A brand also distinguishes one product from another in the eyes of the customer. All of its elements (i.e., logo, colour, shape, letters, images) work as a psychological trigger or stimulus that causes an association to all other thoughts we have about this brand. Tunes, celebrities, and catchphrases are also oftentimes often considered brands.

10.1.2 History

The word “brand” is derived from the Old Norse ‘brand’ meaning “to burn,” which refers to the practice of producers burning their mark (or brand) onto their products. Italians are considered among the first to use brands in the form of watermarks on paper in the 1200s. However, in mass-marketing mass marketing, this concept originated in the 19th century with the introduction of packaged goods.

During the Industrial Revolution, the production of many household items, such as soap, was moved from local communities to centralized centralised factories to be mass-produced and sold broadly to the wider market. When shipping their items, factories branded their logo or insignia on the barrels used, thereby extending the meaning of “brand” to that of the trademark. This enabled the packaged goods manufacturers to communicate that their products should be trusted as much as local competitors. Campbell Soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be “branded.”

10.2 Need for and Purpose of Branding

Branding involves researching, developing, and implementing brand names, brand marks, trade characters, and trademarks. It undoubtedly requires a significant contribution from marketing communications and is a long term exercise, but one that reaps long-term profitability.

Branding is crucial to the success of any tangible product. In consumer markets, branding can influence whether consumers will buy the product. Branding can also help in the development of a new product by facilitating the extension of a product line or mix, through by building on the consumer’s perceptions of the values and character represented by the brand name.

10.3 BENEFITS OF BRANDING

Benefits of Branding for the Consumer

Effective branding of a product enables the consumer to easily identify the product because the features and benefits have been communicated effectively. This will increase the probability that the product will be accessible and therefore purchased and consumed. For example, Dunkin' Doughnuts is a brand with Dunkin' Donuts, for example, is a brand that has an established logo and imagery that is familiar to most consumers. The vivid colours and image of a DD cup A DD cup's vivid colours and image are easily recognized and distinguished from competitors.

Benefits of Branding for the Manufacturer

Branding helps create loyalty, decreases the risk of losing market share to the competition by establishing a differential advantage, and allows premium pricing that is acceptable by the consumer because of the perceived value of the brand. Good branding also allows for effective targeting and positioning. For example, Starbucks is a brand known for its premium coffee. Starbucks has a loyal fan base due to its established global branding that communicates value.

Benefits of Branding for the Retailer

Branding enables the retailer to benefit from brand marketing support by helping to attract more customers (ideally ones who normally don't frequent the establishment). For example, a customer who truly values organic brands might decide to visit a Babies R Us to shop for organic household cleaners that are safe to use around babies. This customer might have learned that a company called Baby Ganics, which brands itself as making "safe, effective, natural household solutions", was only available at this particular retailer.

10.4 BRAND LOYALTY

In marketing, brand loyalty refers to a consumer's commitment to repurchase or otherwise continue using a particular brand by repeatedly buying a product or service.

The American Marketing Association defines brand loyalty as: 1.) "The situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" (sales promotion definition). 2.) "The degree to which a consumer consistently purchases the same brand within a product class" (consumer behaviour definition).

Aside from a consumer's ability to repurchase a brand, true brand loyalty exists when a.) the customer is committed to the brand, and b.) the customers have a high relative attitude toward the brand, which is then

exhibited through repurchase behaviour. For example, if Joe has brand loyalty to Company A, he will purchase Company A's products even if Company B's products are cheaper and/or of a higher quality.

Brand loyalty is viewed as a multidimensional construct, determined by several distinct psychological processes, such as the customers' perceived value, brand trust, satisfaction, repeat purchase behaviour, and commitment. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty, followed by perceived value, satisfaction, and brand trust.

Philip Kotler defines four customer-typescustomer types that exhibit similar patterns of behaviour:

- a) Hardcore Loyal, who buy the brand all the time
- b) Split Loyal, loyal to two or three brands
- c) Shifting Loyal, moving from one brand to another
- d) Switchers, with no loyalty (possibly "deal-prone," constantly looking for bargains, or "vanity prone," looking for something different).

10.5 BENEFITS OF BRAND LOYALTY

The benefits of brand loyalty are longer tenure (or staying a customer for longer), and lower sensitivity to priceprice sensitivity. Recent research found evidence that longer-term customers were indeed less sensitive to price increases.

According to Andrew Ehrenberg, consumers buy "portfolios of brands." They switch regularlyregularly switch between brands, often because they simply want a change. Thus, "brand penetration" or "brand share" reflects only a statistical chance that the majority ofmost customers will buy that brand next time as part of a portfolio of brands. It does not guarantee that they will stay loyal.

By creating promotions and loyalty programs that encourage the consumer to take some sort of action, companies are buildingaction, companies build brand loyalty by offering more than just an advertisement. Offering incentives like big prizes creates an environment in whichwhere customers see the advertiser as more than just the advertiser. Individuals are far more likely to come backreturn to a company that uses interesting promotions or loyalty programs than a company with a static message of "buy our brand because we're the best."

10.6 TYPES OF BRANDS

The different types of brands include: individual products, product ranges, services, organizationsorganisations, persons, individuals, groups, events, geographic places, private label brands, media, and e-brands.

The most common type of brand is a tangible, individual product, such as a car or drink. This can be very specific, such as the Kleenex brand of tissues or it can comprise a wide range of products.

Product brands can also be associated with a range, such as the Mercedes S-class cars or all varieties of Colgate toothpaste.

A service is another type of brand as companies move from manufacturing products to delivering complete solutions and intangible services. Service brands are characterized by the need to maintain a consistently high level of service delivery. This category comprises the following:

- Classic service brands (such as airlines, hotels, car rentals, and banks).
- Pure service providers (such as member associations).
- Professional service brands (such as advisors of all kinds – accountancy, management consultancy).
- Agents (such as travel agents and estate agents).
- Retail brands (such as supermarkets, fashion stores, and restaurants).

Another type of brand is an organization. This can be a company that delivers products and services. Mercedes and the US Senate are all defined organizations and each has qualities associated with them that constitute their brand. Organizations can also be linked closely with the brand of an individual. For example, the U.S. Democratic Party is closely linked with President Barack Obama.

A person can also be considered a brand. It can be comprised of one, as in the case of Oprah Winfrey, or a few individuals, where the branding is associated with different personalities, such as with the American Democratic Party.

Not much higher in detail than an individual is the brand of a group. In particular, when this is a small group and the individuals are known, the group brand and the individual brand overlap. For example, the OWN brand of the Oprah Winfrey Network and the brand of its known members (Oprah and her team) are strongly connected.

Events have brands, too, whether they are rock concerts, the Olympics, a space-rocket launch, or a town-hall dance. Event brands are strongly connected with the experience of the people attending. Product, service and other brands realize the power of event brands and seek to have their brands associated with the event brands. Thus, sponsorship of events is now a thriving big business as one brand tries to get leverage from the essence of the event, such as the excitement and danger of car racing.

Places or areas of the world also have essential qualities that are seen as characterizations and hence also have a brand. These areas can range from countries to states to cities to streets to, streets, and

buildings. Those who govern or represent these geographies will work hard to develop the brand. Cities, for example, may have de facto brands of being dangerous or safe, cultural or bland, which will be used by potential tourists in their decisions to visit and by companies in their decisions on where to set up a business.

Private label brands, also called own brands, or store brands, exist among retailers that possess a particularly strong powerful identity (such as with a powerful identity (Save-A-Lot).

Media brands include newspapers, magazines, and television channels such as CNN.

The primary activity of e-brands is to deliver physical products or services, as in the case of Amazon.com. These online brands focus on delivering providing a service or experience in the virtual environment.

10.7 THINK LIKE A BRAND

A brand is not just about a name. It is about giving meaning, objective and direction to a company and subsequently create creating an impression in the consumer's mind.

The American Marketing Association defines the brand as

“A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”

However, in a constantly evolving world and bringing individuals to the centre scener stage world that is constantly evolving and bringing individuals to the centerstage through myriad digital means, one doesn't need to sell anything finite to be a brand. Each one of us is a brand in our own respective sphere of influence, and therefore, we need to at least start thinking like one.

10.8 BUILDING TRUST

At the core of any brand – personal or professional, lies an eternal truth -

‘Trust attracts people. People result in one reaching ones one's objective faster’.

It is often said that theThe purpose of branding is to create trust, and that, in turn; this trust enables brands to command a higher price and generate more demand for their products and services.

Trust is nebulous, intangible. And yet it is the single most importantmost critical factor in the journey of a company or individual. It defines if what

one stands for. It defines one's promise and delivery. It defines the following

- Ideas & Beliefs
- Core Values
- Personality Traits
- Promise and proposition

The process of branding is the visual manifestation of the points above in a way so as to connect with your target audience.

Question The question is – What comes first? Brand Imagery or Trust? Is trust created by brand imagery or is trust the result of Brand action that then results in identifying an imagery with trust.

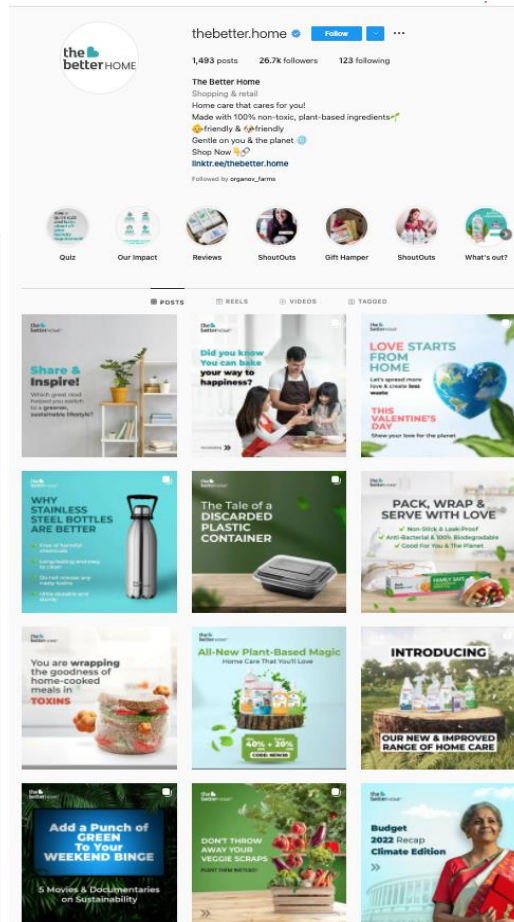
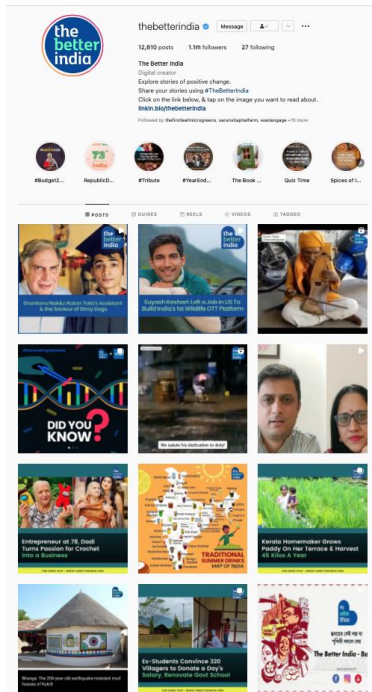
Let us try to look at an example. Perhaps the most trusted brand in India are is the Tatas. Through decades, they have been identified with nation building across different sectors. They are perceived, to be honest, caring, sensitive, powerful, and ideological. Was this created by an imagery or by years of delivering the promise that they started off within the 19th century. ?

Let us look at a more contemporary brand – Apple. Through the years, they have established an aura of trust based on innovation, design and quality, leading to trust amongst their users. Or my favorite favourite example – The Better India.

Better India is a digital first digital-first brand that has created a huge massive following in India not by up fronting their products but by promoting

- India
- Indian Innovation and successes
- The Environment

In short, everything that leads to an enhancement of the concept and Idea of India. With 1.1 million followers on Instagram on their core profile, their brand seems to be working. This has a positive rub off on their product and profit profile with is known as the Better Home.



Trust is at the base of all Brands. Specially in a digital world.

10.9 STOP SELLING STUFF AND PROMOTE IDEALS

If your brand journey is only about selling in the digital world paradigm, then you are doing something wrong. It is about promoting an image to your audience. An image that will end up building a perception in their mind about YOU.

It is worthwhile for us to remember hereto remember that ‘People buy from People and not from Brands’. The evolution that happens when the Brand becomes a person with personal attributes being reflected in your audience’s thoughts turns into long term business objectives being met.

Tactical sales and profit push will always be there. However, if one wants a long term existence in the market and in the people’s mindminds, your brand will need to build a character.



10.10 BRAND PERSONALITY

Brands do have personalities. Over the last few decades, management experts from across universities have developed a framework of 5 identity dimensions that establish a brand. These identity dimensions will often help you create brand values and characteristics.

- Sincerity
- Excitement
- Competence
- Sophistication
- Ruggedness

Of course, your job as a brand custodian is to make your core values as specific and meaningful as you humanly can. Make a list of values and constantly refine it to see which one comes out on top. And little by little, observe your brand's personality and core values emerge seemingly out of nowhere. Answering questions such as "What does our brand stand for?" will also keep you on the path toward bringing your brand to life.

Many marketers actually find it useful helpful to create a brand in a person's image. Much like the 'Hindu' pantheon of gods and goddesses, brands can also become representations in our own imagery. This is done through an easy exercise that keeps on evolving over time. An easy format for the same could be as follows.

If your brand were a human being, then answer the following:

Name	
Age	
Occupation	
Location	
Height	
Weight	
Color Colour	
Family	
Friends	
Favorite Favourite Media Channels	
Favorite Favourite Social Media	
Favorite Favourite food	
Favorite Favourite film	
Preferred Music	
Favorite Favourite Holiday Spot	
Preferred fashion	
Personal Income	
Family Income	
Marital Status	

Answering these seemingly simple questions may go a long way in creating a lasting brand personality. The same will keep on changing and evolving over time as per the growth and changes in your company or objectives.



10.11 EVOLVING YOUR BRAND MANTRA – KEEP IT SIMPLE AND STRAIGHT

The final brand positioning building block is the brand mantra, which some refer to as the brand essence and others call a brand promise. A brand mantra is short (usually 2-5 words maximum), and encapsulates the competitive frame of reference, the points of difference, the points of parity, and everything else about your brand into one thought.

Few Brand Mantra examples:

1. Nike: *Authentic Athletic Performance*
2. Disney: *Fun Family Entertainment*
3. Ritz-Carlton: *Ladies & Gentlemen Serving Ladies & Gentlemen*
4. BMW: *Ultimate Driving Machine*

Understanding Brand Mantra vs. vs Tagline/slogan

- The most important crucial thing to understand about brand mantras is that they are not designed to be externally facing slogans or taglines.
- You've probably never seen the phrase Authentic Athletic Performance associated with Nike in advertising. Usually, you will see an external manifestation of it, *Just Do It* being is the prime example.
- A brand mantra should resonate internally first.
- Once you've settled on your brand mantra and tested it internally to ensure it resonates, you can finally start working on taglines.
- Whatever you do, make sure that your brand mantra is in your head at all times. You'll be amazed at how much more consistent your company message will become when you start all of your communications projects by remembering that one simple, beautiful piece of poetry that is your brand mantra.

Creating Brand Mantra

Once you've established the core values of your brand your brand's core values, it's time to synthesize and synthesize it into a short, congruent, and powerful mantra. Ideally consisting of three words or less, no more than five, your mantra represents what your brand stands for. It is kept short so people can remember it.

The attention span of the Digital citizen is incredibly short. It is not for nothing that Social Media is known as the 4 second4-second medium, and, we are a world defined by social media. Therefore, we are doing a huge disservice to our own selves and our brand when we try and cram a huge amount of information into our respondents respondent's mind. Such a strategy can only result in confusionconfuse. Remember that while creating a mantra, it is better to be a Hemmingway than a

Shakespeare. The simpler your mantra, the easier the retention and therefore, more is the distance you travel with it.

Here are a few Brand Mantras that have worked. Analyse them. See how they have stood the test of time and change changed in paradigm from an offline to a virtual world.

Disneyland	The happiest place on earth
Nike	Just Do it
Old Spice	The Original
De Beers	A Diamond is Forever
Mastercard	There are some things that money can't buy....for everything else.....there is Mastercard.
Samsung	Do what you cant
Amul	The Taste of India
BMW	The Ultimate Driving Machine
Uber	Move the way that you want.
Staples	That was easy
Maggi	Only 2 minutes
KFC	Finger Licking Good
Walmart	Save Money – Live Better
Toyota	Let's Go Places
Burger King	Have it your way

Each of the above Mantras are is not short term betsbet. They are long term evolutions. They not only create an imagery and perception of the brand but allow it to take a positioning in your mind that is unique and, in some cases, unassailable.

10.12 BRAND POSITIONING – A TRIP THROUGH THE SHIFTING SANDS

Defined as the space a company owns in the mind of a customera customer's mind and how it differentiates itself from competitors, brand positioning is a marketing strategy that helps business businesses set themselves apart.

Implementing Brand Positioning begins with a statement. A statement that, in the course of this article, we have defined as a Mantra. This is the Mantra that, more often than not takes a mind share of your target's mind that is already jostling with thousands of other imagery.

Simply put, this statement is the who, when, where, why, and how of your brand's identity.

In addition to customer recognition, brand positioning is important to your business in many ways.

- Market Differentiation – Shows the uniqueness of your offering
- Easy Purchase Decision - By clearly defining your product and how it can benefit your customer, you take the guesswork out of the purchase process. When you give customers the answers to questions they are looking for, they will be quicker to trust and buy.
- Value Confirmation – A great brand establishes the value of the brand as against price of product. This leads to purchase – no matter what – by their customers, regardless of higher price.
- Magnified Messaging - A clear brand positioning statement gives you a springboard for compelling creative storytelling. By having a concrete vision, you can elevate each additional piece of marketing to further solidify your place among the competition.

However it is not as easy as it sounds. Creating Brand positioning requires work. It means that as marketers we should –

- Do our research
- Benchmark our Competitors
- Be authentic
- Be Flexible
- Change with times

We should also be ever ready to

- Listen to our customers
- Refocus when required
- Create a lot of buzz

The last of the above mentioned point is important. It is not enough to say that my product and brand will do the talking. In a cluttered marketplace, one needs to make noise to be heard. You need to tell your story in a compelling way – but also in a way that will be heard in the clutter.

Branding is the difference between being a household name or just another company trying to compete in an oversaturated digital world. Therefore invest time in your Brand. Profits will come later.

10.13 CHECK YOUR PROGRESS

Q1. Write a short note on history of brand.

Q2. What is the need and purpose of branding.?

Q3. Explain in brief Brand Loyalty.

Q4. Why building trust isis building trust equally important as building a brand?

Q5. Is brand mantra a tagline? Explain briefly.

10.14 FURTHER READING & REFERENCES

- <https://annemiltenburg.medium.com/how-to-think-like-a-brand-strategist-and-act-like-one-88a2b877b928>
- <https://www.burnthebook.co.uk/blog/why-brand-purpose-matters>
- <https://www.marketingtutor.net/what-is-brand-loyalty/>
- <https://www.crazyegg.com/blog/top-7-ways-build-brand-loyalty-2/>
- <https://courses.lumenlearning.com/boundless-marketing/chapter/branding/>
- <https://resiliencyinitiative.org/resources/why-you-need-to-think-like-a-brand/>
- <https://www.forbes.com/sites/forbescommunicationscouncil/2020/11/10/why-building-trust-is-just-as-important-as-building-your-brand/?sh=5d42a2965041>
- <https://contentmarketinginstitute.com/2019/03/steps-brand-trust/>
- <https://www.feedough.com/brand-personality-definition-examples/>
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- <https://whatis.techtarget.com/definition/brand-essence-brand-mantra>
- <https://www.slideshare.net/JatinJalandra/brand-mantras-and-positioning>
- <https://www.marketing91.com/brand-mantra/>

:: STRUCTURE::

- 11.0 Objective**
- 11.1 Introduction – Bias**
- 11.2 Need for Understanding Bias**
- 11.3 Types of Media Bias**
- 11.4 Factors affecting Biases**
- 11.5 Identifying Media Bias**
- 11.6 Check your Progress**
- 11.7 References**

11.0 OBJECTIVE

This unit briefly discussesdiscusses:

- understand the concept of bias
- understand the role of subjectivity and perception in media
- understand the reasons why bias might occur in news
- recognizerecognise the different ways in which bias can occur in news reporting
- demonstrate an understanding of how bias occurs in news reporting

11.1 INTRODUCTION – BIAS

Understanding Bias

Looking at the definition of bias more generally, it is the tendencytends to lean towards or against someone or something. The direction in which you lean can be influenced by factors such as your background, culture, and personal experiences. Sometimes, bias is something you're aware of, and this is known as explicit bias, but implicit or unconscious bias is something you don't realize realise you have.

Definition Bias

Media bias relates to journalists and news organisations' bias or perceived bias the bias or perceived bias of journalists and news organisations in mass media. It normally implies a widespread bias that impacts the standard of journalism, rather than bias in the perspective of one journalist or article.

Media bias can affect the selection of events and stories that get published, the perspective from which they're written, and the language chosen to tell them.

11.2 NEED FOR UNDERSTANDING BIAS

Everyone is biased. It is part of human nature to have perspectives, preferences, prejudices, leanings, and partialities. But sometimes, bias — especially media bias — can become invisible to us.

We are all biased toward things that show us in the right. We are biased toward information that confirms our existing beliefs. We are biased toward the people or information that supports us, makes us look good, and affirms our judgements and virtues. And we are biased toward the more moral choice of action — at least, that which seems moral to us.

Journalism as a profession is biased toward vibrant communication, timeliness, and providing audiences with a sense of the current moment — whether or not that sense is politically slanted. Editors are biased toward strong narrative, stunning photographs, pithy quotes, and powerful prose. Every aspiring journalist has encountered media bias — sometimes the hard way. If they stay in the profession, often it will be because they have incorporated the biases of their editor.

But sometimes, bias can manipulate and blind us. It can put important information and perspectives in the shadows and prevent us from getting the whole view. For this reason, there is not a single type of media bias that can't, and shouldn't occasionally, be isolated and examined. This is just as true for journalists as it is for their audiences.

Good reporting can shed valuable light on our biases — good and bad. We can avoid being fooled by media bias and fake news by learning how to spot media bias, how it works, and how it might blind us. By learning how to spot media bias, how it works, and how it might blind us, we can avoid being fooled by media bias and fake news. We can learn to identify and appreciate different perspectives — and ultimately, and come to a more wholesome view.

11.3 TYPES OF MEDIA BIAS

1. Spin

Spin is a type of media bias that means vague, dramatic, or sensational language. When journalists put a “spin” on a story, they stray from

objective, measurable facts. Spin A spin is a form of media bias that clouds a reader's view, preventing them from getting a precise take on what happened.

In the early 20th century, Public Relations and Advertising executives were referred to as "spin doctors." They would use vague language and make unsupportable claims to promote a product, service, or idea, downplaying any alternative views to make a sale. Increasingly, these tactics are appearing in journalism.

Examples of Spin Words and Phrases:

- Emerge
- Serious
- Refuse
- Crucial
- High-stakes
- Tirade
- Landmark
- Latest in a string of...
- Major
- Turn up the heat
- Critical
- Decrying
- Offend
- Stern talks
- Offensive
- Facing calls to...
- Meaningful
- Even though
- Monumental
- Significant

Sometimes the media uses spin words and phrase phrases to **imply bad, lousy behaviour behavior**. These words are often used without providing hard facts, direct quotes, or witnessed behaviorbehaviour:

- Finally
- Surfaced
- Acknowledged
- Emerged
- Refusing to say
- Conceded
- Dodged
- Admission
- Came to light
- Admit to

To stir emotions, reports often include **coloredcoloured, dramatic, or sensational words as a substitute for the word “said.”** For example:

- Mocked
- Raged
- Bragged
- Fumed
- Lashed out
- Incensed
- Scoffed
- Frustration
- Erupted
- Rant
- Boasted
- Gloated

Examples of Spin Media Bias:

**BUSINESS
INSIDER**

TECH | FINANCE | POLITICS | STRATEGY | LIFE | ALL

President Donald Trump gloated over mass layoffs at multiple news outlets on Saturday, tweeting that "many others will follow" and attributing the loss to "Fake News."

"Fake News and bad journalism have caused a big downturn. Sadly, many others will follow. The people want the Truth!" he tweeted.

“Gloat” means “contemplate or dwell on one's own success or another's misfortune with smugness or malignant pleasure.” Is there evidence in Trump’s tweet to show that he is being smug or taking pleasure in the layoffs, or is this a subjective interpretation?

The Washington Post

As he jetted to Paris last Friday, President Trump received a congratulatory phone call aboard Air Force One. British Prime Minister Theresa May was calling to celebrate the Republican Party's wins in the midterm elections — never mind that Democrats seized control of the House — but her appeal to the American president's vanity was met with an ornery outburst.

Trump berated May for Britain not doing enough, in his assessment, to contain Iran. He questioned her over Brexit and complained about the trade deals he sees as unfair with European countries. May has endured Trump's churlish temper before, but still her aides were shaken by his especially foul mood, according to U.S. and European officials briefed on the conversation.

In this example of spin media bias, the Washington Post uses a variety of various dramatic, sensationalist words to spin the story to make Trump appear emotional and unhinged. They also refer to the president's "vanity" without providing supporting evidence.

2. Unsubstantiated Claims

Journalists sometimes make claims in their reporting without including evidence to back them up. This can occur in the headline of an article, or in the body. Statements that appear to be fact, but do not include specific evidence, are a key crucial indication of this type of media bias. Sometimes, websites or media outlets publish stories that are totally made up. This is often referred to as a type of fake news.

Examples of Unsubstantiated Claims Media Bias



Socialist Rep. Alexandria Ocasio-Cortez (D-NY) continued her longstanding pattern of not understanding how things work on Thursday, this time indicating that she does not know the difference between a media company and a political party.

In this media bias instance, The Daily Wire references a "longstanding pattern," but does not back this up with evidence.

The Washington Post

First, Sanders's complaint isn't that millionaires exist *per se*. After all, if America's household wealth were distributed evenly across the population, then every family of four would have a net worth of \$1.2 million. Sanders's critique is that the United States' super-rich are symptomatic of a system that churns out a small class of extremely wealthy people who rule over the vast remainder. Key

This Washington Post columnist makes a claim about claims wealth distribution without noting where it came from. Who determined this number and how?

3. Opinion Statements Presented as Fact

Sometimes journalists use subjective language or statements under the guise of reporting objectively. Even when a media outlet presents an article as a factual and objective news piece, it may employ subjective statements opinions or language.

A subjective statement is one that is based on **personal opinions, assumptions, beliefs, tastes, preferences, or interpretations**. It reflects how the writer views reality, and what they presuppose to be the truth. It is a statement colored by their specific perspective or lens and cannot be verified using concrete facts and figures within the article.

Interpretation can present the same events as two very different incidents. For instance, a political protest in which people sat down in the middle of a street blocking traffic to draw attention to their cause can be described as “peaceful” and “productive,” or, others may describe it as “aggressive” and “disruptive.”

Words that **signal subjective statements** include:

- Good/Better/Best
- Is considered to be
- Seemingly
- Extreme
- May mean that
- Could
- Apparently
- Bad/Worse/Worst
- It's likely that
- Dangerous
- Suggests
- Would seem
- Decrying



Clinton was asked if she'd make a prediction on the 2020 election and said she joked, saying she'd save that insight for her upcoming book, "What Will Happen: A Book of Predictions: Hillary Clinton and Paul the Psychic Octopus."

Her appearance on the friendly show may be another sign that she intends on staying relevant prior to 2020.

In this article about Hillary Clinton's appearance on "The Late Show With Stephen Colbert," the author makes an assumption about assumes Clinton's motives and jumps to a subjective conclusion.

4. Sensationalism/Emotionalism

Sensationalism is a type of media bias in which information is presented in a way that gives a shock or makes a deep impression. Often it gives readers a false sense of culmination, that all previous reporting has led to this ultimate story.

Sensationalist language is often dramatic, yet vague. It often usually involves hyperbole — at the expense of accuracy — or warping reality to mislead or provoke a strong reaction in the reader.

In recent years, some media outlets have been criticized for overusing the term “breaking” or “breaking news,” which historically was reserved for stories of deep profound impact or wide-scale importance.

With this type of media bias, reporters often increase the readability of their pieces using vivid verbs. But there are many verbs that are many verbs are heavy with implications that can’t be objectively corroborated: “blast”, “slam”, “bury”, “abuse”, “destroy” “worry.”

Words and phrases used by the media that signal sensationalism/emotionalism include:

- Shocking
- Remarkable
- Rips
- Chaotic
- Lashed out
- Onslaught
- Scathing
- Showdown
- Explosive
- Slams
- Forcing
- Warning
- Embroiled in...
- Torrent of tweets
- Desperate

Examples of Sensationalism/Emotionalism Media Bias



GOYANG, South Korea (AP) — There will be plenty to gawk at Friday when North Korean leader Kim Jong Un walks south across the world’s most heavily armed border and stands face-to-face with South Korean President Moon Jae-in. Two men who seemed on the verge of war months ago will take a pleasant walk, plant a commemorative tree, inspect an honor guard and belly-up to a lavish banquet.

“Gawk” means to stare or gape stupidly. Does AP’s language treat this event as serious and diplomatic, or as diplomatic, or entertainment?



The skinny version: There are more than a hundred Republican-held congressional districts across the country that have a narrower margin than 17. If seats that look like this one in Pennsylvania are toss-ups in November, it's going to be a bloodbath.

Here, BBC uses sensationalism in the form of hyperbole, as the election is unlikely to involve bloodshed in the literal sense.

5. Mudslinging/Ad Hominem

Mudslinging is a type of media bias when unfair or insulting things are said about someone in order to damage their reputation. Similarly, ad hominem (Latin for “to the person”) attacks are attacks on a person’s motive or character traits instead of the content of their argument or idea. Ad hominem attacks can be used overtly, or as a way to subtly discredit someone without having to engage with their argument.

Examples of Mudslinging



CAMPUS FREE SPEECH

Bret Stephens Is Not a Bedbug. He's a Delicate Snowflake.

The *New York Times* columnist emailed a professor to complain about a mean tweet—and cc'ed the provost.

A Reason editor calls a New York Times columnist a "snowflake" after the columnist emailed a professor and his provost to complain about a tweet calling him a bedbug.



The Economist  @TheEconomist · 3h
Inside the mind of Ben Shapiro, the alt-right sage without the rage



Inside the mind of Ben Shapiro, the alt-right sage without the rage
economist.com

 6,289

 236

 916



In March 2019, The Economist ran a piece describing political commentator and author Ben Shapiro as “alt-right.” Readers pointed out that Shapiro is Jewish (the alt-right is largely anti-Semitic) and has condemned the alt-right. The Economist issued a retraction and instead referred to Shapiro as a “radical conservative.”

6. Mind Reading

Mind reading is a type of media bias that occurs in journalism when a writer assumes they know what another person thinks or thinks that the way they see the world reflects the way the world really is.

Examples of Mind Reading



(CNN) — Donald Trump's hatred of looking foolish and Democrats' conviction that they have a winning hand is leaving the President with no way out of the stalemate over his border wall.

We can't objectively measure that Trump hates looking foolish, because we can't read his mind or know what he is feeling. There is also no evidence provided to demonstrate that Democrats believe they have a winning hand.

NATIONAL REVIEW

Criticizing the president the other day, Joe Scarborough nonetheless conceded, “**Presidents are always working, whether on a golf course or behind a desk.**” But is that actually so? What, exactly, does President Obama do? He seems to learn everything from the papers — from the IRS scandal to the VA scandal to the mobilization of the Missouri National Guard. International events routinely take him by surprise. His professional activities include fundraising — **40 events this year so far** — and perfunctory addresses to the public. He goes through the presidential motions: meeting with officials and foreign dignitaries, holding press conferences, sitting for interviews, shipping MREs to endangered populations, ordering air strikes. But there is no passion behind these activities, no restless energy, no managerial competence, no sense of purpose or mission or strategy, none of the qualities associated with leadership in business, politics, and culture.

How do we know that Obama doesn't have passion or sense of purpose? Here, the National Review writer assumes they know what is going on in Obama's head.

7. Slant

Slant is a type of media bias that describes when journalists tell only part of a story, or when they highlight, focus on, or play up one angle or piece of information. It can include cherry-picking information or data to support one side, or ignoring another perspective. Slant prevents readers from getting the full whole story, and narrows the scope of our understanding.

Examples of Slant



Another piece of important context while exploring how, and under what circumstances, police arrested Floyd in the late 1990s and early 2000s when he lived in Cuney Homes: On multiple occasions, police would make sweeps through the complex and end up detaining a large number of men, including Floyd, a neighborhood friend named Tiffany Cofield told the AP. Additionally, Texas has one of the highest incarceration rates in the country, **per the Prison Policy Initiative**, and **several studies** show authorities are way more likely to target Black Texans for arrests than white residents.

Here, Snopes does not indicate or investigate why police made sweeps (did they have evidence criminal activity was occurring in the complex?), nor did Snopes ask the police for their justification, giving a one-sided view. In addition, the studies pointed to only show only to show Black Americans are more likely to be arrested for drug possession, not all crimes.

8. Flawed Logic

Flawed logic or faulty reasoning is a way to misrepresent people's opinions or to arrive at conclusions that are not justified by the given evidence. Flawed logic can involve jumping to conclusions or arriving at a conclusion that doesn't follow from the premise.

Examples of Flawed Logic

THE DAILY WIRE

Two-time failed Democratic presidential candidate Hillary Clinton snubbed Melania Trump during George H.W. Bush's funeral on Wednesday, refusing to shake her hand or wave at the First Lady after the other former presidents and their wives did.

Melania shook hands with former President Barack Obama, Michelle Obama, and former President Bill Clinton as she then waved in the direction of Hillary and former President Jimmy Carter – only to receive a wave back from Carter and an awkward and bitter nod back from Hillary.

Here, the Daily Wire interprets a video to draw conclusionsconclude that aren't clearly supported by the available evidence. The video footage shows Melania did not extend her hand to shake, but it could be because Clinton was too far away to reach, or perhaps there was no reason at all. By jumping to conclusions that this amounted to a "snub" or was the result of "bitterness" instead of limitations of physical reality or some other reason, tThe Daily Wire is engaging in flawed logic.

9. Bias by Omission

Bias by omission is a type of media bias in which media outletschoose choose not to cover certain specific stories, omit information that would support an alternative viewpoint, or omit voices and perspectives on the other side.

Media outlets sometimes omit stories in order toto serve a political agenda. Sometimes, a story will only be covered by media outlets on a certain particular side of the political spectrum. Bias by omission also occurs when a reporter does not interview both sides of a story — for instance, interviews only supporters of a bill and does not includeinterviewing only supporters of a bill, and not including perspectives against it.

Examples of Bias by Omission



CNN previously reported on the FBI's hate crime statistics released last November, which showed the number of hate crimes reported to the bureau rose about 17% in 2017 compared to 2016. 2017 is the latest year for which those statistics are available.

It was the third-straight year that hate crime incidents rose.

In a piece titled, "Hate crimes are rising, regardless of Jussie Smollett's case. Here's why," CNN claims that hate crime incidents rose for three years but omits information that may lead the reader to different conclusions. According to the FBI's website, reports of hate crime incidents rose from previous years, but so did the number of agencies reporting, "with approximately 1,000 additional agencies contributing information." This makes it unclear as to whether hate crimes are on the rise, as the headline claims, or simply appear to be because more agencies are reporting.

10. Omission of Source Attribution

Omission of source attribution is when a journalist does not back up their claims by linking to the source of that information. An informative, balanced article should provide the background or context of a story, including naming sources (publishing "on-the-record" information).

For example, journalists will often mention "baseless claims," "debunked theories," or note someone "incorrectly stated" something without including background information or linking to another article that would reveal how they concluded the statement is false or debunked. Or reporters will write that "immigration opponents say," "critics say," or "supporters of the bill noted" without identifying who these sources are.

It is sometimes useful helpful or necessary to use anonymous sources because insider information is only available if the reporter agrees to keep their identity secret. But responsible journalists should be aware and make it clear that they are offering second-hand information on sensitive matters. This fact doesn't necessarily make the statements false, but it does make them less than reliable.

Examples of Omission of Source Attribution

The New York Times

The Journal's coverage has also drawn criticism from outside. In late November, after Mr. Trump falsely claimed on Twitter that "millions of people" had voted illegally, the paper was derided online for printing a front-page headline that parroted Mr. Trump's assertion without pointing out that it was inaccurate.

In this paragraph, The New York Times says Trump "falsely claimed" millions had voted illegally; they link to Trump's tweet, but not to a source of information that would allow the reader to determine Trump's claim is false.

11. Bias by Story Choice and Placement

Story choice, as well as story and viewpoint placement, and story and viewpoint placement can reveal media bias by showing which stories or viewpoints the editor finds most important.

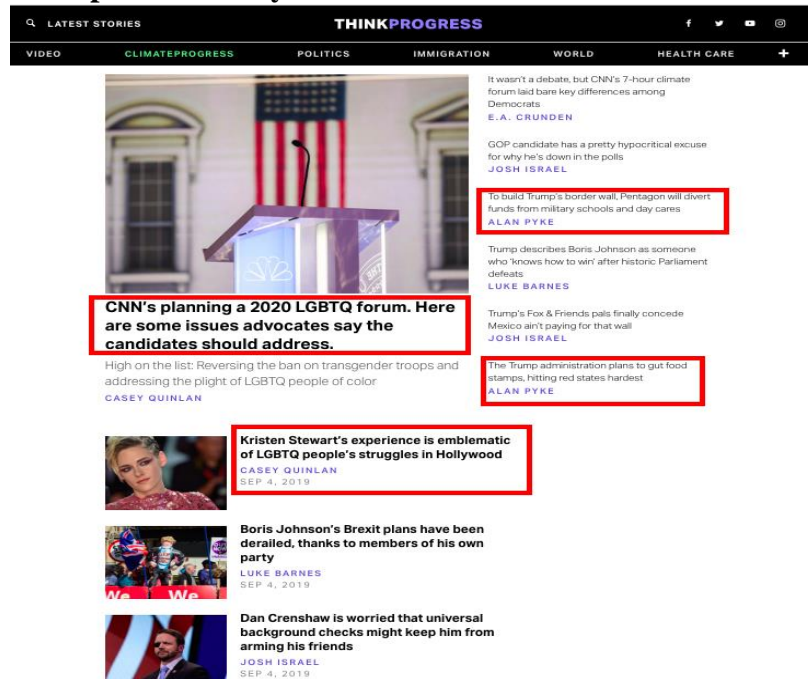
Bias by story choice is when a media outlet's bias is revealed by which stories the outlet chooses to cover or to omit. For example, an outlet that chooses to cover the topic of climate change frequently can reveal a different political leaning than an outlet that chooses to cover stories about gun laws. The implication is that the outlet's editors and writers find certain specific topics more notable, meaningful, or important than others, which can tune us into the outlet's political bias or partisan agenda. Bias by story choice is closely linked to media bias by omission and slant.

Bias by story placement is one type of bias by placement. The stories that a media outlet features "above the fold" or prominently on its homepage and in the print show which stories they really want you to read, even if you read nothing else on the site or in the publication. Many people will quickly scan a homepage or read only a headline, so the stories that are featured first can reveal what the editor hopes you take away or keep top of mind from that day.

Bias by viewpoint placement is a related type of bias by placement. This can often be seen in political stories. A balanced piece of journalism will include perspectives from both the left and the right in equal measure. If a story only features viewpoints from left-leaning sources and commentators, or includes them near the top of the story/in the first few

paragraphs, and does not include right-leaning viewpoints, or buries them at the end of a story, this is an example of bias by viewpoint.

Examples of Bias by Placement:



In this screenshot of ThinkProgress' homepage taken at 1 p.m. ET on Sept. 6, 2019, the media outlet chooses to prominently display coverage of LGBT issues and cuts to welfare and schools school programs. In the next screenshot of The Epoch Times homepage taken at the same timesimultaneously on the same day, the outlet privileges very different stories.

12. Subjective Qualifying Adjectives

Journalists can reveal bias when they include subjective, qualifying adjectives in front of specific words or phrases. Qualifying adjectives are words that characterize characterise or attribute specific particular properties to a noun. When a journalist uses qualifying adjectives, they suggest a way for you to think about or interpret the issue, instead of just giving you the facts and makingare suggesting a way for you to think about or interpret the issue, instead of just giving you the facts and letting you make judgements for yourself. This can manipulate your view. Subjective qualifiers are closely related to spin words and phrases, because they obscure the objective truth and insert subjectivity.

For example, a journalist who writes that a politician made a "serious allegation" is interpreting the weight of that allegation for you. An unbiased piece of writing would simply tell you what the allegation is and

allow you to make your own judgement call as to whether it is serious or not.

In opinion pieces, subjective adjectives are okay; they become a problem when they are inserted outside of the opinion pages and into hard news pieces.

Sometimes, the use of an adjective may be warranted, but journalists must be careful in exercising their judgement. For instance, it may be warranted to call a Supreme Court ruling that overturned a major law a "landmark case." But often, adjectives are included in ways that not everyone may agree with; for instance, people who are in favor of limiting abortion would likely not agree with a journalist who characterizes new laws restricting the act as a "disturbing trend." Therefore, it's important essential to be aware of subjective qualifiers and adjectives so that you can be on alert and then decide for yourself whether it should be accepted or not whether it should be accepted. It is important essential to notice, question and challenge adjectives that journalists use.

Examples of Subjective Qualifying Adjectives

- disturbing rise
- serious accusations
- troubling trend
- sharp rise
- sinister warning
- awkward flaw
- extreme law
- baseless claim
- critical bill
- offensive statement
- harsh rebuke
- extremist group
- far-right/far-left organization

HUFFPOST

POLITICS

Rep. Madison Cawthorn Issues Sinister Warning To Anyone Opposing Him

The extremist Republican ranted about liberals trying to make people "sexless," then threatened people who "stand in the way."

 By Lee Moran

11/05/2021 05:16am EDT | Updated November 5, 2021

Rep. [Madison Cawthorn](#) (R-N.C.) raised eyebrows with a wild rant about the left and a warning about what will happen to anyone who disagrees with the right's agenda during a frothy interview on the far-right network OAN this week.

HuffPost's headline includes the phrases "sinister warning" and "extremist Republican." It goes on to note the politician's "wild rant" in a "frothy interview" and calls a competing network "far-right." These qualifying adjectives encourage the reader to think a certain way. A more neutral piece would have told the reader what Cawthorn said without telling the reader how to interpret it.

11.4 FACTORS AFFECTING BIASES

There are other factors at play that can affect your consumption of media and lead to you consuming biased information or even forming new biases.

Echo chambers

If you're in a cave and you shout out, all you're going to hear is your own voice echoing back to you. This is essentially how virtual echo chambers work – when your online community is made up of like-minded people, you will generally keep hearing your own opinions being reflected to you.

Therefore it can be productive to have wide virtual networks. Following people with different views on social media and reading different other news sources can allow you to get out of the echo chamber and be exposed to a broader range of perspectives.

The act of staying within our echo chambers is like the concept of confirmation bias, where we only watch or listen to media that confirms our views and opinions. While consuming media that demonstrates the same interests and worldview as yourself might be more comfortable, it might be more comfortable to consume media that demonstrates the same interests and worldview as yourself, it's not very conducive to learning.

Filter bubbles

Another issue related to social media is that we enter filter bubbles when machine learning algorithms deployed by social media platforms like Facebook select the information we see. We enter filter bubbles when machine learning algorithms deployed by social media platforms like Facebook select the information that we see based on our past behaviour. This means that we are unknowingly viewing filtered information most of the time, even though we might think that we're getting the full whole picture.

Seeing filtered information and becoming isolated from disagreeable stories means that we become becoming more biased in our worldview. We might believe that more people share the same politics as us than is true, and we might be less willing to have productive conversations with those who disagree with our opinions.

11.5 IDENTIFYING MEDIA BIAS

There are several ways you can recognise media bias. FAIR, the national media watch group in the US, suggests that there are numerous questions you should ask yourself when consuming media to find biases. For instance:

- **Who are the sources?** Where is the journalist getting their sources from in the article you're reading? In the article you're reading, where is the journalist getting their sources from? Are all the sources corporate and government-based, or are there any progressive, public interest, minority or female voices being referenced?
- **Is there a lack of diversity?** Looking at a particular media outlet, how diverse is their workforce compared to the communities they serve? Do they have producers, editors and managers of different races, genders, and sexualities? To be representative, they should have diverse people in leadership positions.
- **From whose point of view is the media reported.** Perspective is everything. Often, political coverage focuses on how certain specific issues affect politicians or corporations. In order to be fair, media outlets must present the point of view of those most affected by an issue.
- **Are there double standards?** Check for double standards by finding a parallel example by the same media company or citing similar stories that were covered in a different way. For example, are similar stories about men and women written in the same way?
- **Is there a total lack of context?** Stories without context can often paint a false picture of society or certain specific groups within it. For example, crime may be going up in a certain particular area because poverty is increasing, but this connection might not be explained.

11.6 CHECK YOUR PROGRESS

Q1. Search the Web for a news story, or political ad. Answer below mentioned questions about the message. The number of times you answer "yes" indicates how biased the message is.

1. Is the language extreme, characterized by threats or all-or-nothing statements?
2. Does the message appeal to emotion rather than reason or logic?
3. Does the message simplify or generalize information?
4. Does the message offer a one-sided or limited view on the topic?
5. Does the logic of the message seem fuzzy or distorted?

Q2. Think about the message that you analysed. Answer the following questions.

1. What specific examples of bias did you detect?
2. If you did not detect any bias, what qualities made the message seem unbiased? Provide specific examples.

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:: STRUCTURE::

- 12.0 The Learning Objective**
- 12.1 Introduction**
- 12.2 Importance of Media Strategy**
- 12.3 Important Factors in deciding Media Strategy**
- 12.4 Understanding Key Parameters in Media Research**
- 12.5 Media Vehicle**
- 12.6 Social Media & Psychology**
- 12.7 Social Media Strategy**
- 12.8 Case Study – Social Media Strategy**
- 12.9 Check your Progress**
- 12.10 References**

12.0 THE LEARNING OBJECTIVE

This unit briefly discusses:

- Learning about media strategy and media research
- Learning about different media vehicles
- Learning about Media Strategy/plan from psychology perspective
- Learning about Social Media Strategy

12.1 INTRODUCTION

Understanding Media Strategy

Media strategy is the usage of the appropriate media mix in order to achieve desired and optimum outcomes from the advertising campaign. It plays a key role in advertising campaigns. Media Strategy is not just about informing customers about products or services but also placing right message towards the right people at the right time. Media Strategy is designed to achieve the above mentioned target but the budget is always kept in mind.

Media Strategy Example

Let us take an example of a pair of jeans. Now to make the right media strategy, the company needs to see the factors. As a jean is a product targeted to youngsters and also to other people who prefer them, a right strategy has to be made.

Hoardings, print ads in magazines along with TV ads can reach out a lot of target groups. For reaching more specific audience, online channels can be explored with proper messaging and positioning.

Understanding Media Research

Media Research is the study of the effects of the different mass media on social, psychological and physical aspects. Research segments the people based on what television programs they watch, radio they listen, media they access and magazines they read.

It includes achievements and effects of media and a study about the development of media. Newspapers, magazines, radio, TV, Cinema or other mass media analysis and collection of information's. It helps to understand the ways in which media can meet the needs of the audience. Whether it can provide information and entertainment to more and different types of people. New technological improvements that helps to improve or enhance the medium. Thus in order to deal with social and political issues insightfully, management and regulation of media is needed. Unbiased evaluation of data can be achieved through media research.

12.2 IMPORTANCE OF MEDIA STRATEGY

Media strategy is very important when it comes to branding and sending a message to the target group. Without a correct media strategy, the message would not reach to right people at the right time and a company will end up spending a lot of money as well. A right media strategy has the right mix of all the factors which are essential in reaching out to the customer.

The aim of media strategy is deliver the right positioning to the customer at an optimum cost to the company or the organization.



12.3 IMPORTANT FACTORS IN DECIDING MEDIA STRATEGY

Following are the factors in devising media strategy for a company:

1. Location

Location is all about where to launch and run the campaign. Location should be the one which gives maximum ROI. In current scenarios, online and offline locations are both considered while deciding a media strategy.

Apart from conventional channels, even social media for relevant locations is used.

2. Budget

For deciding the media strategy, budget is very important. Every brand wants to reach maximum target audience using all possible channels but that is not possible as everything costs money and we need to optimize costs and hence the budget impacts the media strategy.

3. Timing

Timing is an important aspect of media strategy. When to show the messaging to the customers can make all the difference.

Toothbrush or toothpaste ads may be more effective during morning or late evening as target group might actually be about to interact with a toothpaste/brush.

4. Channel

Channels and locations are quite similar in current context where online media is very relevant but for conventional advertising and messaging, a lot of channels like

1. TV
2. Print
3. Radio

are still very relevant and used extensively in the media strategy.

The timing of advertisement is very critical especially with respect to the seasonal products. There is no point in airing advertisement for room heaters in summer season. It should be aired right at the end of monsoon and beginning of winter season.

12.4 UNDERSTANDING KEY PARAMETERS IN MEDIA RESEARCH

In Media Research, We need to understand:

1. The nature of medium being used
2. The working of the medium
3. Technologies involved in it
4. Difference and similarities between it and other media vehicles

5. Functions and services provided by it
6. Cost associated and access to new medium
7. Effectiveness and how it can be improved

As decision process depends on data, thus media research has grown to be utilized for long range planning. Research is in growth phase due to competitions between different media.

12.5 MEDIA VEHICLE

Media vehicle refers to a specific method (like digital, radio, newspaper etc.) of media used by a business to deliver advertising messages to its target audience. The first step is to pick a suitable media class, that is, a general category of media, like radio, television, the Internet, newspapers or magazines. This is followed by selection of the right media vehicle, such as a specific radio station, television channel, online website or print publication. The aim is to reach the target consumer group and receive a good response to the advertising messages from the group.

Media Vehicle Types

The different kinds of media vehicles have been explained below:

a. Broadcast Vehicles

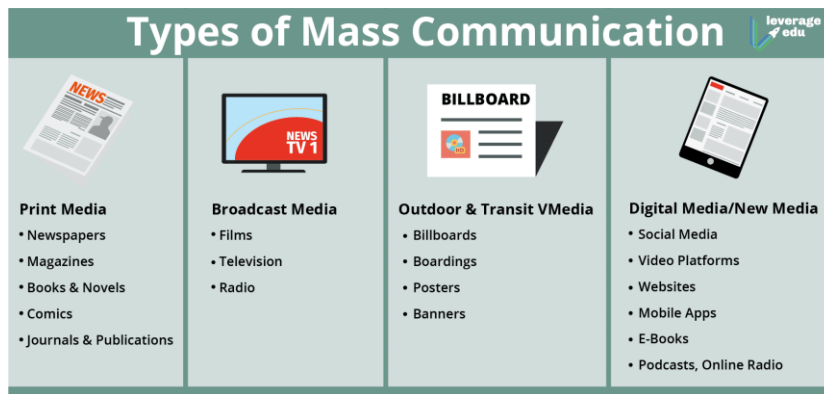
This includes television and radio stations. Such vehicles can be used to target mass audiences, and the cost per target is low. They are more effective than print media as the ads include audio and video. They can be effectively used for low involvement products because of short ad durations and lack of excessive detail-sharing. Television vehicles in India include networks such as STAR India, Network 18, Zee Network, UTV and so on. Sometimes, small businesses cannot afford to advertise on national networks, and so they often associate themselves with local network affiliate stations, or radio vehicles.

b. Print Vehicles

Newspapers are also feasible for small businesses owing to relatively low ad costs. Both national newspapers and community newspapers (that can reach a local audience) are good options. Magazines are not quite as accessible for small businesses as they cater to a niche audience and cost per target is therefore high. However, some regions have local magazines that offer community events, entertainment and themed topics.

c. Digital Vehicles and Others

Online or digital/interactive vehicles along with mobile communication opportunities provide low cost advertising options. Other supportive media vehicles include directories, buses, billboards and benches. These are usually used to reinforce messages that have been delivered through broader mass media. Billboards are comparatively expensive, but they have a very wide reach.



12.6 SOCIAL MEDIA AND PSYCHOLOGY

These social media psychology lessons can help you provide better content, increase engagement, and understand the minds of your customers.

Understanding your audience is the key to success on social media. And the best way to do that is to understand some basic principles of psychology.

At Hootsuite, we've long known the importance of social media psychology to making content spread far and wide. In this article, we'll break down some key concepts so you can put them to work in your own social media strategy. Read on to find out:

- Why people share the social media content that they do
- How to build trust with your audience.
- How visuals boost engagement.
- Why colour affects audience behaviour
- How to use emotion when creating a successful social strategy.
- How personal experience sells a product for you.
- Why reciprocity is great at developing brand trust.
- How to use the power of FOMO (responsibly)

Now let's get into the nitty-gritty of the psychology facts that social media managers need to know.

Few Key Lessons for Marketers – Psychology Perspective

1. People share content to relate to other people

Have you ever thought about why you share what you do on social?

The New York Times conducted an extensive study and found five key reasons why people share content online:

- **To improve the lives of others.** Almost all participants (94%) said they share because they feel the content will improve the lives of their audience. As a marketer, it's important to create helpful content that will make your audience (and their audience's) lives better in some way.

- **To define themselves.** Two in three participants (68%) reported sharing content in order to create an “idealized online persona” of themselves. When you create content, consider whether it will be something that fits with your audience’s interests—and whether they will be proud to share it.
- **To grow and nourish relationships.** Four out of five participants said they share content as a means of staying connected with others. Consider ways your content can be used to foster connections between others. Ask your audience to tag other users in the comments or encourage sharing with a compelling CTA (e.g., “Share this recipe video with the best cook you know for a chance to win this new cook set!”)
- **Self-fulfilment.** Everyone likes getting positive feedback and feeling valuable. The same study found that “consumers enjoy content more when they share it, and that they enjoy content more when it is shared with them.” Create informative content to help your audience achieve this feeling on the regular.
- **To get the word out about causes they believe in.** Four out of five (84%) participants said they “share information as a way to support causes or brands they care about.” Think about which causes your brand cares about and create content that supports them.

These five key motivations clearly show that your audience’s main reasons for sharing are their relationships with other people—not your brand. Keep this in mind when you share articles, videos, and photos on your social channel.

2. People trust their peers

You wouldn’t buy anything from someone you didn’t trust and your audience is no different.

Ogilvy PR CEO Chris Graves hosted a webinar in which he discussed the ways marketers can earn the trust of their customers.

Oxytocin, dubbed “The Trust Hormone” by economist Paul Zak, is a feel-good chemical released from the brain when someone feels accepted and a part of something.

“People are more likely to change their mind or behaviours when the result will make them feel better about themselves, and oftentimes that means being part of a larger group,” Graves explains.

He describes an experiment conducted by a power company who found that customers who were shown their neighbours’ consumption habits wanted to mirror those (whether they were previously using more or less energy).

As Graves explains, “This is an example of Social Proof, the practice of not pointing out bad behaviour, but showing consumers that their tribe is already doing the desired behaviour.”

User-generated content (UGC) and positive customer reviews are a great way to show your audience that others are already happy customers of your brand.

In another study, visual content platform Olapic found that “76 percent of consumers believe the content that average people share is more honest than advertising from brands.”

Discover user-generated content ideas with our whitepaper [Make the Most of User-Generated Content With Social Campaigning](#).

3. The majority of people are visual learners

When it comes to the most effective way for your audience to engage with, remember, and learn about your content, a visual aid is key.

One of the most used classifications of learning styles is the VAK model. It separates learning styles into Visual Learners, Auditory Learners, and Kinaesthetic Learners.

A study from the *Current Health Sciences Journal* points to the widely shared stat that 65% percent of the general population are visual learners. What this study aimed to do was see if that remained the same amongst actual students.

Spoiler alert: yep.

A visual component—whether video, photo, illustration—helps sway and educate folks who stumble across your post. They’re also effective when trying to appeal to people who are actively looking for, studying, and comparing products.

It may seem obvious, but there’s scientific reasoning behind why employing strong visual elements to your social strategy will go a long way to successfully promoting your product.

4. Colour is key when establishing your brand

Consider this: according to the study *Impact of Colour on Marketing*, “People make up their minds within 90 seconds of their initial interactions with either people or products. About 62 to 90 percent of the assessment is based on colours alone.”

That's big.

But it isn't so much about the colour itself as it is about whether the colour suits your brand and product. As this study found, it's important to use colours that express your brand's personality, rather than trying to take advantage of stereotypical colour associations.

When making strategic colour decisions for your social media content, consider how they'll fit with your brand voice. What message do you want to send, and what colours can help you send that message? While there are common associations with certain colours (such as green for 'go,' yellow meaning 'happy,' etc.) context is key.

5. Positive content gets shared more often

According to *Psychological Science*, a journal of the Association for Psychological Science, evoking certain emotions can help increase the chance of a message being shared.

Their study explains, "The sharing of stories or information may be driven in part by arousal. When people are physiologically aroused, whether due to emotional stimuli or otherwise, the autonomic nervous is activated, which then boosts social transmission."

While all emotion-inducing content was found to have a bigger impact on the audience, researchers at the University of Pennsylvania found that the more positive the content, the more it was shared. Using (appropriate) humour helps. But what wields some surprising emotional power? emojis.

Human beings experience emotional contagion—the practice of mimicking expressions in face-to-face conversations—as a way of building connectedness. Scientists with the journal of *Social Neuroscience* found that the same parts of the brain are activated and the experience is replicated online with the use of emoji.

The study *Emoticons and Phrases: Status Symbols in Social Media* backs this up. After studying emoji use on Twitter, researchers found "individuals who use emoticons often (and positive emoticons in particular) tend to be popular or influential."

The bottom line? Don't be shy about using emojis in your social media content. And err on the side of positivity.

6. A customer's personal experience helps assign greater value to your product

This is otherwise known as the Endowment Effect. It's a cognitive bias that points to people assigning a greater value to something if they have some type of ownership over it.

A study from the Journal of Political Economy tested this idea with a variety of goods, most notably, coffee mugs.

Two groups of people were given mugs and asked to assess their value. One group had been able to personally keep the mug for an extended period of time, while the other was asked to name a price after initially receiving it.

The group that had "owned" the mugs gave them a significantly higher value than the group that hadn't. The mugs now had experiential and even symbolic value. Another study done with baseball cards found the same thing.

As a social marketer, you can apply the Endowment Effect in a couple of ways you can create authentic content that shows someone using and finding value in your product, establishing that same value for someone else. You can also give away a free trial, creating that experiential value directly.

Speaking of giving things away...

7. If you scratch their back, your customers will scratch yours

Not, you know, literally.

We're talking about reciprocity. The idea that when someone does something nice for you, your instinct is generally to do something nice for them.

When it comes to your brand, this could mean anything from a product giveaway, some type of free content, or even something like a resource hub that your audience can regularly return to.

These freebies help you build trust with the audience. They also encourage people to do something for you in return. That might be purchasing your product, signing up for your newsletter, following you on social, or just sharing your message with their network.

8. People don't want to miss out

FOMO (the fear of missing out) is a new phenomenon directly related to the rise of social media.

Exploiting someone's anxiety about not being included in something is a bit morally dubious, as the effects of FOMO are real and aren't overly positive.

But if you use this principle sparingly and humanely—say like, “this offer expires at midnight—act now!” or “follow us on Instagram for the best videos of dogs driving boats that you won't find anywhere else”—it's more effective than it is exploitative.

Overall, an obvious but important thing to consider when employing these principles of psychology as a social media marketer is it's all mild manipulation on some level. So make sure you're using these tactics with your audience's best interest in mind.

Plus, if you're transparent with your intent and aren't being predatory, tapping into your audience's psychology can strengthen trust in your brand. You'll engage your current followers more effectively and maybe even attract new ones.

12.7 SOCIAL MEDIA STRATEGY

A social media plan, in other words a social media strategy, is ultimately an insightful summary of everything you plan on doing and hope to achieve on your social media profiles. Setting up a well thought-out strategy for your business in terms of its social media presence is highly beneficial. The more specific and detailed your plan is, the better your performance will be.

If your social media platforms perform well, your brand awareness will increase, you will acquire more customers, your social proof will become visible, and your company will gain more credibility. All of this contributes to strengthening your position on the market as a professional organisation.

Importance and Need

The times when businesses used social media purely for fun are far behind us. Now, it's all about building brand awareness, making profit, providing social proof, and simply growing your businesses. Few Statistics:

- 55% of the World's population are users of social media.
- As of October 2021, Facebook is the most widely used social media platform, with 2.89 billion people using it monthly. k is the most widely used social media platform.
- On average, people spend about 2h 27 mins per day on social media.
- 93,33% of Internet users are on social media.

As it can be seen, social media platforms have a lot of potential that companies should want to invest in to grow their businesses.

10 steps to developing a social media strategy.

STEP 1: Identify your goals and objectives

STEP 2: Evaluate what resources you have

STEP 3: Look for examples to inspire and inform your plans

STEP 4: Develop a plan for creating shareable content

STEP 5: Decide what social media platforms you will focus on

STEP 6: As you create content, ask yourself how important it is to your organisation to reach an international audience

STEP 7: Articulate the tone of your social media activities

STEP 8: Remember that social media is a conversation, not a broadcast

STEP 9: Use the right tools to help manage your social media efforts

STEP 10: Review your results and refine your efforts

12.8 CASE STUDY – SOCIAL MEDIA STRATEGY

Below are few famous brand’s social media strategies. Consider why what they are doing is working or why they are successful:

Case Study 1 : Dove Social Media Strategy

Dove is often given as one of the best social media strategy examples, and we’re listing it again here, with good reason.

Dove does one thing absolutely spot-on: consistency. Their followers know exactly what they are getting on social media: positive messages that reinforce natural beauty and diversity of skin types.

Yet, that doesn’t mean that Dove keeps quiet about things that matter. Indeed, Dove has built a brand that is consistently caring.



This isn't new to Dove. The skincare company has frequently been behind high-profile, and sometimes controversial, campaigns. Their Self Esteem Project gave birth to #nolikesneeded - a bravely powerful way of using social media more constructively.

On Dove's Facebook page, you will still find some campaign activity, but that approach takes centre stage on Twitter more than any other platform. On Facebook, for example, it's not unusual to see product promotions.



What can you learn from Dove's social media approach?

Posting sensitive, controversial and inspiring content from your content calendar can be an effective way to raise the profile of your brand, particularly when your company is directly linked to the cause.

But you don't need to be a huge multinational to make this work for you. Partnering with a local charity or grassroots organization is another great way to show your allegiance to local causes. In most cases it's more effective because the work done by smaller charities means more to your local audiences than global-level issues.

Case Study 2: Brand Nike Social Media Strategy

Nike has 103 million Instagram followers, 33.7 million Facebook followers, and 8.1 million Twitter followers.

Nike's social media strategy is smart; instead of focusing on their products, they focus on the athletes and teams that use them.

This draws in the sports fans, widening Nike's audience, and positioning the sports brand as second-to-none. The world-beating athletes Nike cements that perception.



When we look closely at the company's social media strategy, things get interesting.

Nike's Facebook, despite its following, is completely quiet. There's been no activity there since 2018. It's clear evidence that they have changed tack, although the company's Twitter and Instagram are very much alive.

In 2018, Facebook significantly reduced the organic reach of its posts for company pages. It did the same again in 2019 too, so Nike's absence on the platform may be a reaction to that news.



On Instagram, Nike uses its famous athletes for promotions but also showcases up-and-coming athletes and athletes from marginalized communities.

Since the Colin Kaepernick ad, Nike is as much a brand associated with backing the underdog, as much as it is about championing the world's greatest. And that shows on its social media platforms.

What should you learn from Nike's social media campaigns?

With the number of followers they have, it's no surprise that Nike is often listed amongst social media strategy examples. It's possible to see that they've taken the confident route of not promoting their products. This sits on the fact that the brand is so well known, and they have exceptional hashtags. It may not be possible for most brands to emulate this aspect of their approach.

However, we can learn that we shouldn't be afraid to not use a social media scheduler, no matter how popular, if it isn't working for our business. We can also learn the importance of separating out customer service and follower engagement. We can also see the importance of a powerful hashtag.

12.9 CHECK YOUR PROGRESS

Q1. Explain media strategy and media research with examples.

Q2. Write in brief important factors in deciding a media strategy.

Q3. Explain Media vehicle and its types.

Q4. Explain in detail key lessons for marketers from psychology perspective.

Q5. What are the 10 steps for Developing Social Media Strategy.

Q6. Do a Case study (Social Media) on Brand Cadbury.

12.10 FURTHER READING & REFERENCES

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UNIT : 13**ORGANIC SOCIAL MEDIA
HYBRID STRATEGY****:: STRUCTURE::****13.0 Objective****13.1 Introduction****13.2 Understanding Organic Social Media****13.3 Understanding Paid Social Media****13.4 Paid vs. Organic Social Media****13.5 Benefits of Organic Social Media Strategy****13.6 Few Reasons why Brand Needs To Invest In Organic
Social Media****13.7 Ways to Build a Strong Organic Social Media Presence****13.8 Check your Progress****13.9 References**

13.0 OBJECTIVE

This unit briefly discussesdiscusses:

- Learning about Organic and Paid social media
- Learning Need needs and reasons for investing in organic social media by brands

13.1 INTRODUCTION

Weighing the options between organic vs paid social media?

Paid and organic social are different beasts best harnessed for different goals. But for a holistic approach that balances awareness with conversion, it pays to know the pros and cons of each.

If you're new to paid social, 2021 is an interesting time to get started. Confinement during the pandemic had people using social media more all over the worldworldwide, greatly significantly increasing the number of people advertisers could reach.

And while ad spending initially slowed at the beginning of 2020, it has rebounded to new heights in 2021 — this despite Apple’s famous iOS 14.5 update, which resulted in substantial targeting limitations for Facebook and Instagram users on iOS devices.

On the other hand, algorithm updates have made organic social media highly competitive. And many business owners are finding that spending at least a portion of their social media budget on advertising is no longer optional.

13.2 UNDERSTANDING ORGANIC SOCIAL MEDIA

Organic social media refers to the free content (posts, photos, videovideos, memes, Stories, etc.) that all users, including businesses and brands, share with each other on their feeds.

As a brand, when you post organically to your account, you can expect that the people who will see it are:

- A percentage of your followers (a.k.a. your ‘organic reach’)
- Your followers’ followers (if people choose to share your post)
- People following any hashtags you use

It sounds pretty simple, but the reason that organic social media is the foundation of every digital marketing strategy today is because that it’s the best way to nurture a connection with your customers at scale.

For example, brands use organic social to:

- establish their personality and voice
- build relationships by sharing informative, entertaining, and/or inspiring content
- engage customers at every stage of their buying journey
- support their customers with customer service

Here are a few examples of typical organic content from businesses:

This hairstylist keeps his clients inspired and informed with a steady stream of portfolio shots that simultaneously give prospective clients insight into his aesthetic, while also reminding current clients how desperately they need him.

This ecommerce eCommerce furniture shop often shares user-generated content about their its products out in the wild. This couch just happens to be in an influencer’s home, no; no big deal.

Pro Tip: Though the two are not mutually exclusive, paid social generally does not include influencer marketing, which is typically arranged directly.

Here’s a flowy dress company posting content with no flowy dresses in sightinsight. (The mood still screams flowy dresses.)

This snack cake brand likes to Tweet warm-hearted jokes as if it were a person, not a snack cake, which draws attention and interaction from other official brand accounts, which generally pleases everyone.

But of course, there is a downside to organic social. The reality is, because all the major significant platforms use ranking algorithms, only a small percentage of your followers will see your organic posts.

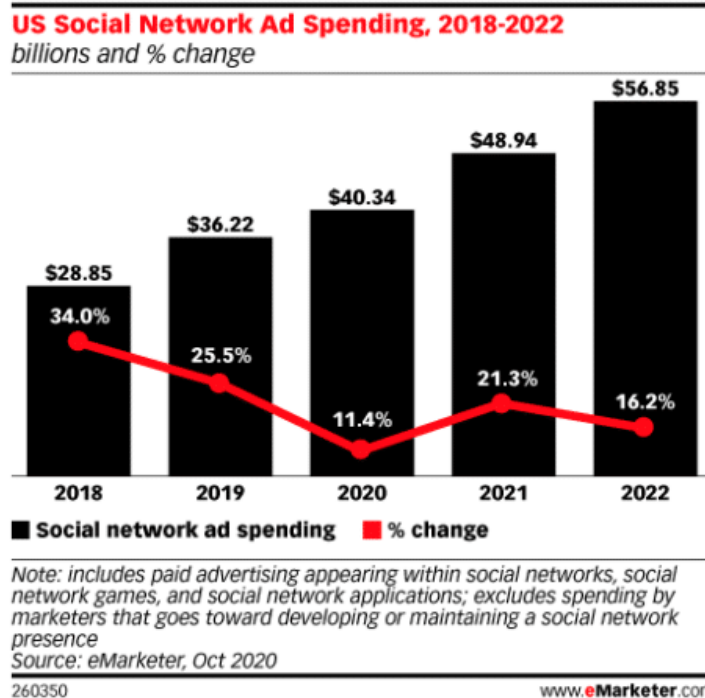
For instance, the average organic reach for a Facebook post is about 5.5% of your follower count. For big brands with large followings, it's often even less.

Declining organic reach has been a fact of life for a few years now, as the world's biggest social media platforms reach saturation, attention spans shorten, and platform CEOs prioritize "meaningful" or "responsible" user experiences. In other words: it's harder more complicated than ever to get your brand's content seen by your own audience, let alone new eyes.

13.3 UNDERSTANDING PAID SOCIAL MEDIA

Paid social media is another word for advertising. It's when brands pay money to Facebook, LinkedIn, Twitter, YouTube, etc., in order to have their content shared with specific new targeted audiences who are likely to be interested, either through "boosting" their organic content, or designing unique advertisements.

Paid social is experiencing a rebound after the uncertainty of 2020, according to eMarketer. Users have not only increased the time they spend on social media, but they are also now, more than ever, accustomed to online shopping via ecommerce eCommerce or social media stores. This makes ads seem like a more natural part of the social media experience, especially when they are designed with care.



But B2C retailers aren't the only industry focusing on social advertising. More so than organic content, paid posts are the best way for brands to target new audiences on social media, and convert them to customers. Businesses and organizations use paid promotion on social media:

- raise brand awareness and attract new followers
- promote their newest deal, content, event, etc.
- generate leads
- drive conversions (including e-commerce sales)

Here are some recent examples we've noted.

Cloud-based CMS company Contentful used Facebook leads ads (ads specifically designed to, you got it, drive leads) paired with a cute illustration and direct, simple copy to get prospects to download their Digital Playbook.

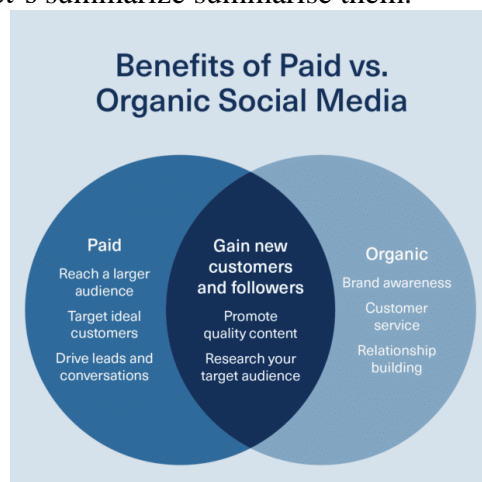
A traditional approach is to target users who have already proven their interest in your niche. The London Review of Books, for instance, uses a tried-and-true formula: target people who follow similar accounts (in this case, FSG Books, Art forum, the Paris Review, etc.), offer them a substantial discount, and direct them to a frictionless landing page using Instagram Shopping.

One of the most common types of ads you'll see on LinkedIn are Sponsored Content posts. Since they are most often organic posts that someone decided to boost, they blend right into your feed, so you often usually don't even realize you're looking at an ad.

This case study video by customer service SaaS company Zendesk is being promoted to reach potential customers who don't already follow them on LinkedIn. It is exactly the same type of content it typically shares on its LinkedIn page.

13.4 PAID VS ORGANIC SOCIAL MEDIA

Organic and paid social strategies each have their own advantages and disadvantages. Let's summarize them.



An organic social media strategy nurtures your relationship with your customers or audience. It helps you:

- Establish and grow your brand's presence where people are already spending their time
- Support and retain existing customers
- Convert new customers by showing them what you're about

However, organic is often slower to reach business goals, and while it's technically free, it takes a lot of time, experimentation and/or experience to get right.

Meanwhile, a paid social media strategy is how you connect with new customers or audience members. It helps you:

- Reach a larger number of people
- Target your ideal customer more precisely
- Hit your business goals faster

That said, it requires a budget, and its own form of expertise (those ads don't monitor themselves).

In short, while organic activity is necessary for relationship-building, it's also true that network ranking algorithms mean pay-to-play is a fact of life on social, now.

13.5 BENEFITS OF ORGANIC SOCIAL MEDIA STRATEGY

1. Boost Search Engine Rankings

Did you know Google looks at your social media presence when determining where your business will rank on SERPs (search engine results page)? Creating content with your ideal customer in mind means sharing topics, questions, and conversations that circulate around your brand. With a focus on SEO-friendly content, you can use keywords in social media captions.

2. Direct Traffic to the Website

All of the major social networks offer you a space to promote your website. Every time you share a blog or post a story, you're sending a link to your website out. Be sure to create content to push people to learn more on your website. Great ideas include sharing blogs, specific products, and online specials.

3. Get More Conversions

Every social media post is an opportunity for a customer to convert. Pique their interest with engaging posts and worthwhile reads. 48% of social media users have reported purchasing a product after watching a brand video. The conversions possible through social media are unlimited; the importance is creating valuable content. Creating valuable content is important.

4. Gain Customer Insights

Social media can teach you all about your followers. Each app shares basic demographics, including location, gender, age, language, and most active time of day online. Utilize Utilise your customer insights to understand further who's engaging with content and what types of content create the most engagement.

5. Increase Brand Awareness and Loyalty

Social media has the power to get your name in front of a vast audience quickly. 54% of social browsers use social media to research products. Utilize Utilise social media to share company values, product differentiators, and important essential topics related to your brand. Once people begin to follow, how to ensure your name remains top of mind?

6. Drive Sales

53% of customers who follow a business on social media are more likely to be loyal to them specifically. By sharing an insight into one's brand's mission, vision, and values, users can create a relationship with the brand. Building online relationships is a direct correlation to business sales.

13.6 FEW REASONS WHY BRAND NEEDS TO INVEST IN ORGANIC SOCIAL MEDIA

Think like a Brand or Company

1. Organic Social Media is Cost-Effective

Even though creating social media updates takes time and energy it takes time and energy to create social media updates, they're still extremely highly cost-effective. You can post as many updates as you want across your social channels, and every single update is free to share, making it a realistic option to combine with other marketing tactics for a comprehensive content strategy. There are many things to keep in mind when working to promote any brand on social media.

2. Social Media Provides Authenticity

Social media users know when they see an ad and someone is trying to sell them something. However, through non-paid updates, brands can provide a genuine honest look into what defines the organization organisation and build authentic relationships with their audiences in a way that makes them feel connected.

3. Organic Social Media Compliments Advertising

If you see a Facebook ad in your feed and click on the brand's profile, you expect to see more relevant content on their page, right? Keep this in mind if you invest in advertising. While running ads, you also want to update your page with interesting, quality non-paid content. Research shows that 51 percent of consumers research a

business on the internet – including 51 percent of consumers research a business on the internet – including on their social media profiles – before buying. You want to make sure you're making a positive impression on any potential customers that may be evaluating your company.

4. Social Media Fosters Your Creative Voice

Organic social media updates are a fantastic forum for exploring your brand's voice and creativity. Before investing hundreds or thousands of dollars in an ad campaign, use non-paid channels to build a solid foundation.

Consider these questions as you ponder on the business' creative voice:

- What types of content are relevant to the brand?
- Are there their particular words you want to use to evoke certain emotions in the target consumer?
- How will you creatively connect with social media users?
- What updates are receiving the most interaction?

While there is a lot of helpful information you can glean from a little bit of ad testing, there's also plenty you can learn from your organic approach. It takes time, but it's worth it! In addition, you'll need to be creative to drive engagement on non-paid social media, which can help you build content marketing muscles you may not have developed yet.

Consistent, organic social media posting shows you are active and engaged.

5. Social Media Provides a Forum for Customer Care

Today, customers expect companies to offer customer service via social media. It's important crucial your brand maintains Your brand must maintain at least a minimal social media presence. If customers go to your page for help but see you haven't posted an update in months – or even years! – they may assume the page is abandoned. By posting at least one update a week, you show consumers you're active, engaged, and much more likely to provide them with and engaged, and much more likely to provide the help they need.

6. Social Media Builds Engaged Communities More Effectively

While a social media ad may catch a user's eye, it's not going to it will not turn that person into a brand advocate overnight. However, by seeing a variety of your business' updates on a regular basis regularly, they'll begin to learn more about your company and slowly become loyal to your organization organisation.

In addition, when one of your followers interacts with your brand and their social media contacts see it, they've endorsed your company. A smaller community of users who interact with your business's social channels is that interact with your business' social channels is so much

more important than hundreds of disengaged followers. Over time, engaged communities build on themselves in ways that ads simply can't.

7. Social Media Helps Search Engine Optimization

What does your organic social media presence have to do with search engine optimization, or SEO? Updating your profiles regularly can help you show up in relevant search results.

Gill Solutions shares a fantastic example. "If a user searches 'Best bistros in Connecticut,' a website with an active social media page providing backlinks with the words 'Bistro' and 'Connecticut' in its profile information will rank higher in search results than one without these backlinks."

13.7 WAYS TO BUILD A STRONG ORGANIC SOCIAL MEDIA PRESENCE

1. Develop a Social Strategy

Before you go on a trip, you know where you're going, right? You come up with a plan and make arrangements before you hit the road or even drive to the airport.

The same is true for your business social media pages. Don't just start sharing random updates. Take the time to develop a plan. Consider these important critical questions as you develop build your brand's social media strategy:

- How frequently will you post?
- How often will you sit down to write new updates? I recommend once a week, as that lets you sit down and do it all at once, but still keeps the content timely.
- How will you showcase your business' human side? Will you show behind-the-scenes photos, Live videos or upcoming projects?
- How often will you promote your brand within your updates? I always recommend the 80/20 rule: 80 percent of your updates shouldn't tout your business, services and/or products, and the other 20 percent can be promotional.
- How often will you share articles vs. videos vs. images?
- Are there specific hashtags you plan to use?
- Are there holidays or seasonal promotions coming up you want to promote?

As you can tell, there's a LOT to think about. Be as specific as possible in your plan, print it out and put it somewhere you can refer to it frequently to so you stay on track.

2. Share Your Story

Brands can provide a genuine honest look into what defines the organization. So, give your followers an authentic

look! Strategy Lab shares a fantastic way to do this – remember the three Ps: People, Projects and Passions.

People: “Sharing about your people creates trust.” Write updates about faces. Share why they do what they do and how they got involved with your business. Show them investing in their community through service opportunities. Let your followers see who is behind your brand.

Projects: “It’s your chance to show the world what you do and how you do it.” In addition to showcasing what you do best, providing a behind-the-scenes look of at your projects – including challenges – can make your brand more relatable.

Passions: “If projects show what you do and how you do it, passion showsare showing what you do and how you do it, passion is showing the world why you do it.” What do you love about your job or your industry? Share it on your social media channels!

1. Include Your Fans

The simplest way to encourage your followers to engage with you is to engage with them! Share updates about a valued customer, retweet them, or give a shout-out to your fans. They will appreciate the extra love, and it will help you be more accessible and encourage brand loyalty.

2. Use Photos and Videos

Visuals can significantly increase your content’s chances of getting viewed and shared. If you’re spreading information via social media, be sure to include images and videos your audience will be interested in for maximum fan engagement. A great way to encourage comments is to hold a caption contest for images or ask followers what questions they want you to answer in your next video.

3. Interact Often

Interacting on social media is one of the best ways to encourage fan engagement. That means it’s important essential to post regularly. Ask users questions or hold polls on your next promotions. As I explained above, social media channels can also be a great way to branch out by offering to solve complaints or field questions via your profiles.

4. Join the Conversation

Knowing what people are talking about and joining in on the conversation is a great way to build a following. React quickly to current events, join in on a hashtag or hold a poll on hot issues to get involved.

5. Integrate SEO Best Practices

Social media marketing can help boost your brand's SEO (search engine optimization/optimisation). This is one reason this tactic is so helpful to use in conjunction with blogging.

To help increase your brand's SEO, keep common best practices in mind when you write your social media updates. Here are a few search engine optimization/optimisation basics to remember as you begin drafting social content:

the people behind your organization/organisation. Show off their beautiful Think about which keywords potential customers might search for and include them in your posts when they make sense.

- Share links to your website – the easiest way to do this is to share helpful blog posts you've written!
- Update your profiles with relevant, compelling updates often.

As you can tell, organic and non-paid social media is worth the investment.

13.8 CHECK YOUR PROGRESS

Q1. Write a short note on Organic Social Media.

Q2. Thinking like a brand : Give any 5 five reasons 'why brands need to invest in organic social media'?

Q3. Explain in brief the benefits of the Organic Social Media Strategy.

Q4. What is Paid Social Media.?

Q5. 'Building A Strong Organic Social Media Presence'-Explain.

Q6. What are the questions as you ponder on the business' creative voice?

Q7. Differentiate between Paid vs Organic Social Media

13.9 READING

- <https://www.socialpilot.co/blog/how-to-create-an-organic-social-strategy>
- https://digitalmarketinginstitute.com/resources/lessons/social-media-marketing-the-value-of-building-a-social-media-community_ehof
- <https://www.socialmediatoday.com/marketing/4-reasons-why-you-need-organic-social-media-strategy>
- <https://www.advance-ohio.com/organic-vs-paid-social-media/>
- <https://mention.com/en/blog/organic-social-media-reach/>

:: STRUCTURE::

- 14.0 Objective**
- 14.1 Introduction**
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14.0 OBJECTIVE

This unit briefly discusses discusses:

- Identifying and understanding Digital Marketing and various platforms
- Identifying all characteristics of digital marketing
- Identify different tools and types of Digital Marketing

14.1 INTRODUCTION

Modern marketing relies on technology to analyse the comprehensive performance of a marketing campaign, and help guide future strategies and decision making. The best way to define a digital

marketing platform is to break it down into its into two parts: digital marketing and digital business platforms. Let's take a look at how the two relate:

14.1.1 Digital Marketing

Digital marketing is any marketing initiative that leverages online media and the internet through connected devices such as mobile phones, home computers, or the Internet of Things (IoT). Common Joint digital marketing initiatives centre around distributing distribute a brand message through search engines, social media, applications, email, and websites.

Today, digital marketing often focuses on reaching a customer with increasingly conversion-oriented messages across multiple channels as they move down the sales funnel. Ideally, marketing teams will be able to track the role each of these messages and/or channels plays in reaching their ultimate goal.

14.1.2 Examples of Digital Marketing Assets

In short, a digital marketing asset is any tool that you use online. Here are a few of the more common examples:

- Social Media Profiles
- Website
- Images and Video Content
- Blog Posts and eBooks
- Reviews and Customer Testimonials
- Branded Logos, Images, or Icons

14.2 UNDERSTANDING DIGITAL MARKETING PLATFORM

Gartner notes that in the context of modern business, platforms are tools that provide multiple business or technology capabilities. While there are tools to address specific functions within one business need, such as a single tool to schedule social media updates alone, platforms support multiple functions across these needs. Platforms typically enable a more extensive set of functions tasks with APIs, integrations, and partnerships with other applications or data sources.

Now, let's revisit the initial question. What is a digital marketing platform? A digital marketing platform is a solution that supports a variety of various functions within the realm of marketing over the internet. According to Gartner, it is important essential to note that to classify as a platform, the solution cannot claim to support every component of digital marketing – but will rather cover functionality

like media buying, performance measurement and optimization, and brand tracking. However, it may not cover other marketing efforts like SEO, and social media.

14.2.1 Importance of Digital Marketing

Digital marketing is on the rise – surpassing spending on traditional marketing for the first time ever in 2019. This is because consumers are increasingly present on online channels. With this increased use of technology, digital marketing platforms have become essential to the digital marketing world. Tech advancements such as AI and machine learning, make marketers better equipped with the marketing technology they need to reach consumers on digital devices at just the right moment. This is opposed to traditional marketing methods – which have to be planned and placed well in advance. Platforms such as Facebook, Instagram, TikTok, and blogs have now taken over the digital marketing space. Consider the following:

- The world has 7.7 billion people, and 4.4 billion people use the internet
- Nearly 30 percent of consumers would rather interact with brands via social channels versus going to a store.

Organizations need to be present across digital channels and devices to be competitive. To be competitive, organizations need to be present across digital channels and devices. However, this doesn't mean offline channels should be ignored altogether. The best way to meet consumer demands is with an omnichannel presence – which combines offline and digital elements.

Here are a few more reasons why digital platforms can be an asset to business:

- Building an online community to represent the organization across all platforms.
- Personalized exchanges between consumers and producers.
- Increases appeal for consumers and establishes trust between buyers and sellers.
- The use of API's allows a 3rd party to facilitate the exchange for users.

By employing digital marketing initiatives, an organization can create a more cohesive, customer-oriented program that maximizes their benefits. An organization can create a more cohesive, customer-oriented program that maximizes benefits for them. Digital marketing platforms can also be beneficial for easy measurement and adjustment of company goals and bring a

better return on investment. These platforms and initiatives open up the door to an ongoing engagement even after a purchase, which can help marketing teams more effectively foster brand loyalty and improve customer retention.

14.3 TYPES OF DIGITAL MARKETING STRATEGIES WITH EXAMPLES

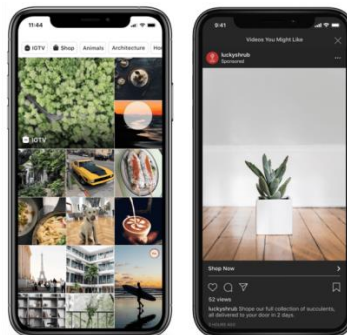
A few common platforms for digital marketing include social media, influencer marketing, content marketing, email, search engine optimization (SEO), pay-per-click (PPC), affiliate, and mobile. Let's take a deeper look at each:

1. Social Media Marketing Platforms

Today's consumers are highly reliant on social media platforms such as Instagram, Facebook, LinkedIn, and Snapchat. This is why it is essential that brands must be active across accounts. Consider these stats:

- On average, users have about 8 social media accounts.
- An average of 2 hours and 22 minutes are spent on social media per person per day.
- Out of the 5.11 billion people who have a phone, 3.26 billion access social media using it.
- People spend about 1/7th of their waking time on social platforms.

Social media platforms allow marketers to reach their prospects in a myriad of ways. First, marketing teams can use these channels to distribute paid ads and sponsored content. Each platform has a way for marketing teams to create paid ad campaigns and segment users so these ads appear on the feeds of target audience members. While each platform is different, most have capabilities that allow marketing teams to place ads based on location, job title, interests, age, etc.



Social media is also a great way to promote products or resources organically to your followers, and engage with consumers. Chances are, people that follow your brand on social media have likely purchased from you in the past. Interacting with them on social media or answering customer service-oriented questions is a great way to ensure continued engagement with the brand and cultivate positive experiences and customer loyalty.



(Credit: *Domino's Pizza customer service on Twitter*)

Finally, marketing teams can use social media to build their brand and establish a voice that can make them popular to follow and share. For example, Wendy's flippant and funny tone has made them exceptionally popular on Twitter, commonly earning likes, retweets, and responses.

2. Influencer Marketing

Another effective way to harness digital channels to reach target audiences is with influencer marketing. Brands can partner with celebrities, sites, or others who are considered experts in their field and that are considered experts in their field, that share similar values. Brands can then reach these influencers' followers with branded content and offers. Many marketers have found success with influencer marketing, with 9 out of 10 noting that it was the same or better than other channels they use. Additionally, 1 out of 2 women based a purchase decision on a recommendation from an influencer.

Here is an example of influencer marketing: GoPro partnered up with this Colorado-based influencer, Loki, whose followers include many

outdoor enthusiasts. This put their product in front of before their target audience, with a recommendation from a like-minded, trustworthy source.



3. Email Marketing

Email marketing campaigns allow organizations to stay connected with prospects and customers, sending them customized newsletters or offers based on past shopping history or brand engagements. If Suppose an individual has interacted with a few of your branded touchpoints – like an email offer for 10 percent off the items they have been considering, or free shipping - that may be what ultimately brings about a conversion. Nearly 60% of consumers say that email plays a role in their purchase decisions. Furthermore, transactional emails are more likely to be opened by subscribers.

4. Content Marketing

Content marketing allows marketing teams to be proactive in answering their users' questions. Marketing teams create content, videos, and other assets to answer questions or provide context to consumers throughout the three stages of the buyer's journey:

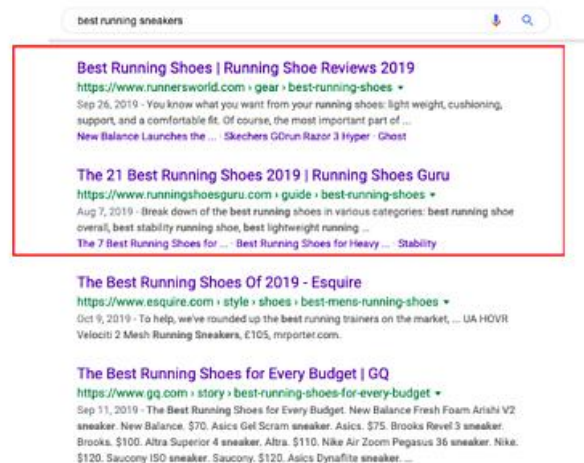
- The awareness stage: Buyer realizes they have a need
- The consideration stage: Buyer determines a course of action to meet this need
- The decision stage: Buyer decides on a product / service to purchase to meet the need

For example, a consumer might realize they need new shoes to wear to the gym. The marketing team for an activewear company may produce a piece about what features you need from a running shoe, as

opposed to instead of what you need if you focus on strength training. Looking at this content, the buyer determines they need a pair of running shoes that meets that criteria. Another piece of content might show the most popular running shoes and their price points. Once they are educated on these factors, they decide. The guidance offered by your brand throughout will likely result in them purchasing from you. Content marketing is often less expensive than other forms of marketing, while producing nearly 3 times as many leads.

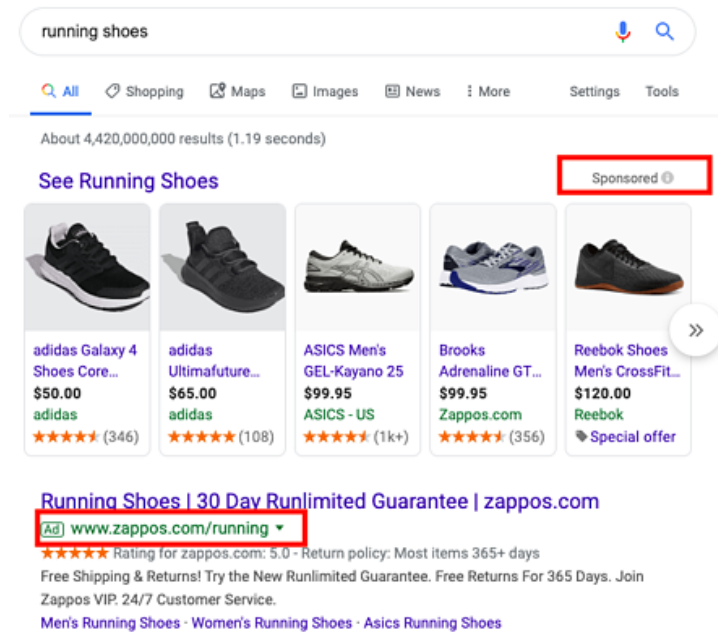
5. Search Engine Optimization (SEO) Marketing

Search engine optimization optimisation often goes hand in hand with content marketing. When the customer from the above example is conducting on researching research for which gym shoes to buy, they will probably click on one of the first three results that appear on Google. With this in mind, the athletic shoes' marketing team wants to ensure their article appears in those top results. This is done by optimizoptimisingng content for user experience and ensuring the technical elements are in place to enable search engine crawlers to easily find and index to find and index this content easthis content.



6. Pay-per-click (PPC)

Pay-per-click is a form of paid advertising that allows marketing teams to essentially purchase traffic to their website. Marketers place ads on websites or search engines such as Google and Microsoft Bing, and pay a fee each time the ad is clicked on. These ads often appear at the top of the search results page, and are typically determined by bids on specific keywords, while banner ads on websites usually have set prices.



(PPC ads are often shown at the top of search engine results)

7. Affiliate Marketing

Affiliate marketing is similar to referral programs, it involves working with outside individuals or companies under the agreement that they promote your product in exchange for a commission from each sale that can be attributed to their efforts. This is a way to cut down on costs and outsource some of the heavy lifting of promotion, however, you're putting your brand's reputation in someone else's hands, so this type of marketing often requires more extensive monitoring and tracking.

8. Mobile Marketing

Mobile marketing initiatives can include many of the digital marketing strategies mentioned above, and typically will leverage a combination of text messages, social media, email, push notifications, and mobile applications. The importance of mobile marketing is rising, as it is expected that by 2024, the number of mobile shoppers will rise increase to approximately 187.5 million users. With apparentthe clear move to mobile, marketers need to think about how they can optimiseoptimize their current marketing efforts for mobile to be able to deliver a seamless and user-friendly experience.

14.4 BENEFITS OF DIGITAL MARKETING PLATFORMS

Digital marketing platforms span several functions in one solution – allowing marketing teams to get a more integrated / holistic view of their campaigns. When selecting a digital marketing platform, consider the following advantages :

1. Track and Allocate Spend

Many marketers struggle with determining which channels are driving the most value, and, therefore the ones they should spend more on. This challenge is exacerbated by the increasingly wide variety of digital channels they need to be present across which they need to be present. With this in mind, marketing teams should leverage a platform that uses advanced attribution modelling. This will give them insight into spend and success rates across multiple digital channels, and actionable suggestions on how to then optimize/ad spend.

There are many types of attribution models - and if your team is using outdated models (like last-click attribution), you could be missing out on opportunities to make the most of your digital channels. Using a digital marketing tool, marketing teams are more likely to be getting updated attribution modelling abilities, such as unified measurement.

2. The Right Ads to Drive Conversions

With the right digital marketing platform, you can gain a better understanding of/better understand what type of content resonates with your customers across platforms. This allows marketers to understand which voice and creative elements garner the most engagement.

These platforms can also assist in building out more comprehensive user profiles that help marketers to understand when to show their target audience an ad, and on what device.

3. Correlate Qualitative and Quantitative Results

The right digital marketing platform will help you make better choices to drive revenue when planning media, tracking your brand across channels, leveraging new advertising techniques or conducting media buys. A major/significant part of this is assisting marketers in understanding both direct response campaigns and more qualitative campaigns, such as a brand building. Digital marketing

platforms can assist in developing the KPIs to test these, and provide metrics into on how their value compares over time.

14.5 DIGITAL MARKETING STRATEGY

5 Step Digital Marketing Plan

The RACE Framework is integrated across Plan, Reach, Act, Convert and Engage to structure marketing strategy to structure marketing strategy, integrated across Plan, Reach, Act, Convert and Engage.

The RACE Framework is a streamlined, practical, marketing framework which can be scaled up or down according to business goals.



1. Plan

Every successful digital marketing strategy starts with a plan!

The aim of digital transformation is Digital transformation aims to improve digital maturity across the business, while, at the same time, integrating ‘always-on’ digital marketing activities with brand and product marketing within the business industry.

As identified below in digital marketing maturity benchmarks, an ‘initial’ maturity level equates to having no defined plan or strategy, no clear goals for digital contribution and limited prioritization of activities.

On the other hand, an optimized, market leading digital marketing plan includes full integration of digital marketing across

the business, a structure testing and optimization optimisation program, and match and data integrated for 360 degree360-degree customer views.



2. Reach

Strengthening the marketing funnel by reaching more customers and building awareness. Digital marketing strategy with the latest key online marketing techniques to drive visits to the business business site.

Changes in keyword behaviour prompted by rising local voice queries are important essential to optimize for if you target local buyers.

3. Act

Encourage interactions on the website or social media to help in generating leads for the future. Having reached the required audience, it's crucial to influence to the next following steps to move down the funnel towards a purchase decision.

Content marketing

Here, strategic content marketing comes into play. Use content marketing to entertain, inspire, educate and convince potential converters during their customer lifecycle.



User experience (UX/CX)

To influence customer behaviour on the site or social media platforms, one should also look into the current wide range of innovations in interaction design, proven to boost engagement with your content.

Micro-interactions to promote engagement

- Neomorphism
- Immersive 3D visuals
- Design for speed - prompted by Google's new Core Web Vitals metrics

4. Convert

The pinnacle of a structured digital marketing strategy is, of course, to convert more customers. Use retargeting, nurturing and conversion rate optimization optimisation to remind and persuade your audience to buy online or offline if phone and face-to-face channels if these are important to you.

Review the sophistication of the website personalizationpersonalisation. According to a SmarterHQ report, 72% of consumers say they now only engage with marketing messages that personalized andpersonalised marketing messages tailored to their interests.

Don't underestimate social commerce. North American e-commerce agency Absolutnet has identified the following key vital signs of the popularity of social commerce:

- 87% of e-commerce shoppers believe social media helps them make a shopping decisiondecisions.
- 1 in 4 business owners are selling through Facebook.
- 40% of merchants use social media to generate sales.

- 30% of consumers say they would make purchases directly through social media platforms.

5. Engage

Finally, after you've worked so hard to get them, did you know you can increase sales from existing customers by keeping them engaged after their first purchase? Improve personalized communications using the web, email, and social media marketing using the data you already have about them to create hyper-personalized marketing campaigns.

Customer engagement research and testing options for digital marketers today include:

- A/B testing
- Customer personas
- Customer journey and content mapping
- Voice of customer surveys
- Path analysis
- Website customer intent surveys
- Usability studies of digital experiences
- Multivariate testing

Moreover, machine learning enables unprecedented insights into consumer behaviour. For example, predictive analytics can be used to identify:

- Best send times to engage an individual (can be based on when they originally bought or subscribed, but this can be refined through time)
- Best timing and offer for follow-up communications based on analysis of latency (average interval of response)
- Best product or category combinations from cluster-based segmentation

14.6 BEST WEBSITES ON FOR DIGITAL MARKETING STRATEGY

There are surprisingly Surprisingly, there are few quality digital marketing strategy sites since most focus on the strategy. Few top sites to learn more about digital marketing strategy:

- BCG Perspectives - The Boston Consulting Group of "BCG Matrix" fame has recently improved its articles and research on multichannel marketing and customer insight
- Econsultancy reports - The Econsultancy blog mainly covers tactics, but there are sound research reports on managing digital channels and ecommerce eCommerce teams.
- Figaro Digital. Unusual It's unusual since it's an online magazine, but these editorial articles often cover digital strategy and are accessible by industry.
- Forrester Marketing Blog. Forrester analysts write about developments in technology and consumer behaviour .
- Knowledge@Wharton. The Marketing section often covers online marketing issues and cases.
- McKinseyQuarterly. Articles regularly cover digital marketing strategy.
- The Web Strategy blog. A personal blog by Jeremiah Owyang, previously a Forrester analyst, now at Altimeter. Mainly It mainly covers social media strategy.

14.7 KEY TECHNIQUES FOR DIGITAL MARKETING STRATEGY

These are the related techniques which are recommended as important necessary for managing Digital marketing strategy effectively. View these hub pages giving details on best practices, statistics and examples for these techniques:

- Customer acquisition strategy
- Customer conversion strategy
- Customer retention strategy
- Customer segmentation and targeting
- Digital strategy development
- Inbound marketing strategy
- Online business and revenue models
- Online marketing mix
- Online value proposition

14.8 DIGITAL MARKETING AUDIT

A digital marketing audit is **simply an inspection** of all the practices, strategies, and outcomes of what a business has been doing to establish and improve its online presence.

It's important essential to conduct this examination from time to time as it brings to light the loopholes in a strategy (and you can bet there will be a few.) In the **absence of an audit, businesses don't usually ask themselves** these pointed questions that are crucial to refining a strategy and ensuring their efforts and dollars are getting invested in the right direction.

Digital Marketing Audit Checklist (Sample)

<input type="checkbox"/> Desktop site loads in _____ seconds	<input type="checkbox"/> Website appears first in Google for brand name
<input type="checkbox"/> Mobile site loads in _____ seconds	<input type="checkbox"/> Every major page is built around a specific keyword
<input type="checkbox"/> Website is mobile friendly	<input type="checkbox"/> H1 tags, page titles, and URLs are correct and contain the keyword or phrase
<input type="checkbox"/> Contact information is accurate and forms work	<input type="checkbox"/> Canonical tags are configured, duplicate content is minimized
<input type="checkbox"/> Pages with minimal traffic or purpose are removed	<input type="checkbox"/> Backlinks pointing to site are legitimate and bad backlinks are removed/disavowed
<input type="checkbox"/> All internal links work and go to correct page	<input type="checkbox"/> UX and UI is optimized for conversion
<input type="checkbox"/> All website functionality works across top common browsers	<input type="checkbox"/> Navigation is clear, concise, and accurate
<input type="checkbox"/> Privacy/GDPR/etc. pages are clearly linked to and are accurate and up to date	<input type="checkbox"/> User flow is clear and doesn't create roadblocks

14.9 CHECK YOUR PROGRESS

Digital Marketing Audit

You are required to must undertake a digital marketing audit for your case study organisation.

- A one-page background to the organisation that explains the customers.
- SWOT on the organisation's current use of social media.
- Evaluation (advantages and disadvantages) of two competitors using social media.
- Identification of two key customer groups
- Customer journey flowchart or graphic.

The digital marketing audit is likely to include a range of digital marketing tools, frameworks and models.

Note:

- Select an organisation of your choice.
- Don't choose big organisations such as Nike, Apple etc
- Organisations should be small to medium
- SWOT: Strengths, Weaknesses, Opportunities, and Threats

14.10 REFERENCE

- <https://www.we-are-digital.co.uk/>
- <https://www.marketo.com/digital-marketing/>
- <https://www.investopedia.com/terms/d/digital-marketing.asp>
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- <https://applieddigitalskills.withgoogle.com/c/college-and-continuing-education/en/launch-a-successful-ad-grants-campaign/launch-a-successful-ad-grants-campaign/design-a-digital-marketing-strategy.html>
- <https://www.digitalvidya.com/blog/digital-marketing-audit/>
- <https://speechsilver.com/digital-marketing-audit-checklist/>