

Mangalayatan University, Aligarh

REPORT on Ph. D Thesis/Dissertations

1. Name of the Scholar/Regn. No. Jun. Krishna Joshi / En. No - 20141715
2. Title of Thesis "Effects of Social Media Advertising on Educational Performance of Youth in Kathmandu Valley, Nepal."

IMPORTANT

The examiner is requested to send his/her report/recommendation under the following heads:-

1. General and critical appreciation of the thesis:

The thesis has covered relevant and significant topic, "Effects of Social Media Advertising on Educational Performance of Youth in Kathmandu Valley, Nepal."

In the view of increasing influence of social media among youths and growing importance of online education, the topic selection is well justified.

The thesis is divided ^{into} six chapters and is well structured with substantial coverage of related content. Questionnaire and discussions are also prepared satisfactorily.

However, there are certain issues that need to be addressed by the researcher for instance -

- ① At places the researcher has ^{used} statements like, "No other research exists." It is necessarily required to make such statement qualified one.
- ② It may further be noted that the terms like advertising and social media platform are used interchangeably as synonyms which are entirely different.

2. Positive aspects of the thesis indicating the good points therein:

- ① Well structured thesis
- ② Intensive and extensive coverage of the topic
- ③ Justification for research sample and methodology adopted given.
- ④ Proper presentation of facts and figures.
- ⑤ Reference support.

3. Negative aspects, if any:

- ① Lack of clarity between social media 'advertising' and social media 'platform'.
- ② Sequencing issues with segment wise survey of literature
- ③ Hypothesis wise testing and discussions are not segregated, however, that has no significant impact on work.
- ④ Some grammatical mistakes are also need to be taken care of.

4. Specific recommendation regarding publication of the thesis:

- i) Thesis is fit for publication in its original form.
- ii) Thesis is not fit for publication.
- iii) Thesis is fit for publication only after making following modifications.

Thesis is fit for publication after addressing the mentioned issues (mentioned on previous page under the head 'Negative aspects')

5. Recommendations

I (a) Whether the thesis is a piece of research work characterized either by discovery of new facts

OR

Enunciation of a new theory,

OR

By fresh interpretation of known facts or theories,

(a) *Collection of information and its presentation and interpretation in meaningful manner is done.*

(b) Whether the thesis evinces candidates capacity for critical analysis/examination and judgment so far as its literary presentation is concerned.

(b) *Researcher has an ability to examine the research problem and draw meaningful judgement on the issue addressed*

II The Evaluator will state categorically whether in his or her opinion

(a) Thesis should be accepted for the award of Ph.D. Degree.

OR

(b) It should be referred back to the Candidate for presenting it again in revised form:

OR

(c) It should be rejected.

Thesis is fit for award of Ph.D. degree. After clearing viva and presentation for the thesis

6. Question for Viva (at least six questions may be given)

- ① What are researcher observations on productive and non-productive usage of social media?
- ② How social media based advertisement can be positively and negatively linked to educational performance.
- ③ Question on table 1.07, "literacy rate on different age groups," page no. 09 of the thesis.
- ④ Whether youths are aware and using the online education platform such as MOOCs (edX & course er in Nepal).
- ⑤ What kind of research is it? exploratory/empirical analytical or descriptive.
- ⑥ Availability of secondary data - bases in Nepal.
- ⑦ Policy implication of the ~~thesis~~ research work.
- ⑧ Any one suggestion that is specifically backed by the research work and is not general in nature.



(Signature of the Examiner)

Name Dr. Jahangir Chauhan

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Note: - [If necessary, blank sheets may be added to complete the report under any particular head(s) above.]

Mangalayatan University, Aligarh

REPORT on Ph. D Thesis/Dissertations

1. Name of the Scholar/Regn. No. JUN KRISHNA JOSHI
2. Title of Thesis "Effects of Social Media Advertising on Educational Performance of Youth in Kathmandu Valley - Nepal"

IMPORTANT

The examiner is requested to send his/her report/recommendation under the following heads:-

1. General and critical appreciation of the thesis:

I have examined the thesis entitled "Effects of Social Media Advertising on Educational Performance of youth in Kathmandu Valley, Nepal", written by Jun Krishna Joshi under the supervision of prof. KVSM Krishna, Department of Management, Manglayatan University, Beswan, Aligarh. The topic of the research is timely and quite appropriate. It is of high importance in the present global socio-economic competitive fabric. The scholar has divided the research work in six chapters very systematically and chronologically.

Chapter first is introductory in character and gives a glimpse of Nepal, its demographic profile, education and literary position in the country, importance of Social media advertising and its usages by the youth of 14 years to 24 years of age.

Chapter second deals with review of literature: The scholar has discussed about the position of Social media advertising, its effectiveness amongst under-graduate and Post-graduate students studying in Nepal and also in some other countries such as Nigeria, Bulgaria, Taiwan, U.K. and Netherland. The chapter throws intelligible light on the topic.

The third chapter deals with Research Methodology which is quite comprehensive and satisfactory. It throws light mainly on statement of the problem, objectives of the research work, Hypotheses, Research design, Limitations, Reliability and validity of test etc.

Chapter fourth is quite descriptive, comprehensive and informative which throws light on almost all aspects and sites related to Social media, its advertising sites, usages, likings and disliking amongst students, positive and negative effects on all under-gradates and Post-graduates students including males and females, teachers and parents. The scholar has made a successful indepth study of the research topic. His approach is quite methodical and systematic which helps the scholar to reach almost flawless conclusions. The scholar has used statistical methods also to prove his hypotheses. He has been successful in proving the fact that face book and you tube sites of Social media are very popular amongst students, although instagram and twitter have also been gaining ground since last decade. The scholar has also focused on the causes of the positive effects of Social media sites along with the negative ones.

Chapter fifth gives a brief account of discussion based on the first four chapters' results and interpretation of collected information and data, a discussion on five themes i.e. use of internet, influence of social media, awareness as regards advertisement, effect of Social media

advertisement on educational performance and suggestions to improve measures of Social media advertising have been successfully made.

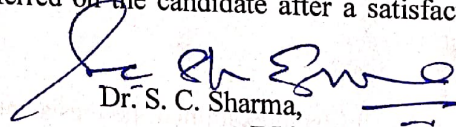
Chapter sixth is concerned with concluding observations based on findings and Recommendations. It also suggests room and scope for future study and research. The research work includes lists of tables, figures, photographs and abbreviations that are used during the course of research work.

In the end a comprehensive list of references and three independent but relevant questionnaires related each to the students, the teachers and parents is also given. This all has made the work scientific, rich and useful.

On the basis of the research work done by the scholar, my recommendations are ut-infra:

that the thesis is a piece of good research work which evinces candidate's capacity to critically examine and analyse the subject on the effects of Social media advertising on Educational Performance of youth in Kathmandu-Valley, Nepal. The findings of the research work reflect sound judgment. The work is satisfactory in language and presentation and is also suitable for publication after removing certain typing mistakes which appear here and there.

Keeping in view the hard labour and the quality of research work, I recommend that the degree of Doctor of Philosophy in Managements be conferred on the candidate after a satisfactory viva-voce test.



Dr. S. C. Sharma,
DLitt

Former Principal
P. C. Bagla (PG) College, Hathras

2. Positive aspects of the thesis indicating the good points therein:

The thesis contains a plethora of references which stand in support of the work of the scholar.

The research scholar has tested the Hypotheses and concluded the results correctly. Both the Hypotheses H_{01} and H_{02} are rejected, which shows positive effects of Social Media and Social Media Advertising on Educational performance in various age groups.

The use of statistical techniques, Graphs and Tables is quite satisfactory and adds to the significance of the work.

The quoting of references from different studies alongwith the results of the present study in praiseworthy.

3. Negative aspects, if any:

The scholar has not made it clear as to how the Social Media Advertising is an improvement over the traditional learning as far as educational performance is concerned.

4. Specific recommendation regarding publication of the thesis:

- i) Thesis is fit for publication in its original form.
- ii) Thesis is not fit for publication.
- iii) Thesis is fit for publication only after making following modifications.
The thesis is fit for publication with suggestion to Remove typing errors which are quite scanty but appear at certain places.

5. Recommendations

- I (a) Whether the thesis is a piece of research work characterized either by discovery of new facts
OR
- Enunciation of a new theory,
OR
- By fresh interpretation of known facts or theories,

Yes, it is a piece of research work characterized by discovery of new facts with fresh interpretation of known facts.

- (b) Whether the thesis evinces candidates capacity for critical analysis/examination and judgment so far as its literary presentation is concerned.

(b).....yes, it evinces candidates capacity for critical examination and its literary presentation is quite satisfactory.

II The Evaluator will state categorically whether in his or her opinion

- (a) Thesis should be accepted for the award of Ph.D. Degree.
OR

yes, it should be accepted for the award of Ph.D. Degree. Recommended for the award of Ph.D. Degree.

- (b) It should be referred back to the Candidate for presenting it again in revised form:
OR

- (c) It should be rejected.

6. Question for Viva (at least six questions may be given)

1. What made you select this topic?
2. Did you find the parents, teachers and students surveyed, cooperative in their responses to the queries made by you?
3. What difficulties did you encounter while making the survey?
4. Is Social Media Advertising an opportunity or threat to the health of youths in context of Nepal?
5. What is the role of Nepalese government in augmenting Social Media Advertising in the academics?
6. You have found that presence of male is higher than female in all five Social Media platforms. If that is so, did you enquire the reason for the same?

(Signature of the Examiner)

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Note: - [If necessary, blank sheets may be added to complete the report under any particular head(s) above.]