**Research Methodology**

**December 2023 Examination**

**Q1: Refer the 3-paper got published in the span of 2020 to 2023, on the motives on Instagram usage in India, and prepare the literature survey. (10 Marks)**

**Note, for intext citation and referencing you should select APA style.**

**Ans 1.**

**Introduction**

**Executive summary**

The goal of the overview is to decide the motives behind the usage of Instagram in India. Instagram'sgrowth in India has been nothing short of growing, with the platform becoming a staple of daily life for millions of Indians. As the popularity of visual storytelling continues to leap, Instagram has become the go-to platform for individuals, companies, and influencers, providing a dynamic space for creativity, connection, and network building. From sharing captivating snap shots and motion pictures to interacting with various content, Indian users have embraced Instagram's vibrant ecosystem, shaping developments and riding unprecedented user engagement. This outstanding surge in Instagram's base in India reflects

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**Q2: Envision yourself leading an interview as part of a study investigating the reasons behind the creation of YouTube Shorts. Your focus is on individuals who manage food-related channels, crafting content about various dishes and their cooking processes. Specifically, you will be concentrating on creators from Mumbai. The primary aim of your research is to delve into the motivations driving food content creators in Mumbai to produce Shorts. Your task involves designing a structured interview guide for this purpose. (10 Marks)**

**Ans 2.**

**Introduction**

YouTubeShorts is a new feature launched by YouTube to cater to the growing demand for short-shape videos. It's a TikTok-inspired platform that enables content creators to make 15-2d videos and interact with their audience in a whole new way. The concept behind this feature is simple – it lets users create quick, chunk-sized, clean content to devour and share with others. One of the primary reasons YouTube made Shorts is the considerable popularity of apps like TikTok and Instagram Reels. Those structures have clarified that people enjoy watching and growing brief-shape video content, so YouTube wanted to provide its users

**Q3 A: Interpret the following correlation output generated by SPSS. (5 Marks)**

**The following correlation output is derived using the data on production of rice and the area under this crop. The reference year is 2014. Data source: OGD**

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**Correlations**

|  |  |  |
| --- | --- | --- |
|  | Rice\_2014 production Metric Tons | Irrigation\_20  14\_Area  Hectare |
| Rice\_2014 production Pearson  Metric Tons Correlation  Sig. (2-tailed) N | 1 | .819\*\* |
|  | .000 |
| 22 | 22 |
| Irrigation\_2014\_Area Pearson  Hectare Correlation  Sig. (2-tailed) N | \*\* | 1 |
| .000 |  |
| 22 | 22 |

**.819**

**\*\*. Correlation is significant at the 0.01 level (2-tailed).**

**Ans 3a.**

**Introduction**

Correlation coefficients calculate the strength of the relationship of two. A correlation among variables depicts that as one variable changes in cost, the other variable is likewise dynamic in a specific direction. Understanding that courting is beneficial because we will use one variable's price to predict the other variable's value.

For example, weight and top are correlated—as height increases, weight tends to increase.

**Q3 B: Interpret the following Chi-square output generated by software. Here 45 respondents were asked to share their opinion regarding the TV shows, they can answer in three ways; Educational, Entertaining, and wastage of time. Write the Hypothesis and interpret the results with 95 % of confidence. (5 Marks)**

**Gender\_of\_respondent \* Opinion regarding TV shows Crosstabulation**

Count

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Opinion regarding TV shows | | | Total |
|  | educational | entertaining | waste of |
|  | time |
| Gender\_Of\_respon Female | 13 | 3 | 5 | 21 |
| dent Male | 5 | 8 | 11 | 24 |
| Total | 18 | 11 | 16 | 45 |

**Chi-Square Tests**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | df | Asymptotic |
|  | Significance |
|  | (2-sided) |
| Pearson Chi-Square | 7.913a | 2 | .019 |
| N of Valid Cases | 45 |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.13.

**Ans 3b.**

**Introduction**

A Pearson's chi-square test can be defined as a statistical check for categorical statistics. It determines whether your data significantly differs from what you forecasted. There are various kinds of Pearson's chi-square tests:

• The chi-square goodness of fit test is utilized to test whether the frequency distribution of a ca variable is different from your predictions.