Ph.D. New Media Technology
Coursework Syllabus

Doctor of Philosophy (Ph.D.)
in
New Media Technology



Department of New Media Technology

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC), Bhopal
July 2026

Makhanpuram, Opposite M.P. State Shooting Academy, Bishankhedi, Bhopal, Madhya Pradesh – 462044

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Ph.D. New Media Technology Coursework

Programme Objectives

The Ph.D. New Media Technology coursework aims to:

1. Develop advanced knowledge of research philosophy, methodology, and emerging areas of New Media Technology.
2. Build competence in digital, computational, AI-driven, and interdisciplinary research methods.
3. Enable scholars to critically review literature, identify research gaps, and formulate significant research problems.
4. Develop skills in research ethics, scholarly communication, publication, and responsible use of emerging technologies.
5. Prepare scholars to design, conduct, and present independent and methodologically rigorous doctoral research.

Programme Outcomes

After successful completion of the Ph.D. New Media Technology coursework, scholars will be able to:

PO1: Demonstrate advanced understanding of New Media Technology, emerging communication technologies, and interdisciplinary research perspectives.

PO2: Apply appropriate research philosophies, designs, methodologies, digital tools, and analytical techniques to New Media research.

PO3: Critically evaluate scholarly literature, identify research gaps, and develop theoretical/conceptual frameworks for doctoral research.

PO4: Conduct research using digital, computational, AI-enabled, and emerging technology-based approaches with appropriate methodological rigor.

PO5: Apply principles of research ethics, publication ethics, data governance, responsible AI, and research integrity.

PO6: Communicate research effectively through scholarly writing, publications, presentations, and academic collaboration.

PO7: Develop, present, and defend a feasible, original, and socially relevant Ph.D. research proposal/dissertation in New Media Technology.

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Ph.D. New Media Technology Course Work

S.No.	Course Name	Credits	Marks			Total Marks
			Theory	Practical	Internal	
1.	Research Methodology for New Media Technology	4	80	-	20	100
2.	Research in New Media Technology	4	80	-	20	100
3.	Literature Review and Research Synopsis: New Media Technology	4	50	30	20	100
4.	(A). Research & Publication Ethics	2	25	15	10	50
	(B). Dissertation	2	-	40	10	50
	Total	**16**	**235**	**85**	**80**	**400**

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	Course	Credits	Theory	Practical	Internal
1.	**Research Methodology for New Media Technology**	**04**	**80**	**-**	**20**

Course Objectives

The course aims to:

1. Develop understanding of research philosophy, processes, literature review, and problem identification.
2. Develop skills in research design, methodology, sampling, measurement, and research instruments.
3. Introduce digital data collection and computational research methods.
4. Develop proficiency in Excel & SPSS for data analysis and visualization.
5. Develop skills in inferential statistics, interpretation, reporting, and research rigor.

Course Outcomes

After completing the course, scholars will be able to:

1. Identify research problems, gaps, objectives, questions, hypotheses, and frameworks.
2. Select appropriate research designs, methods, sampling techniques, and measurement tools.
3. Collect and manage digital, primary, secondary, and computational research data.
4. Analyse and visualize data using Excel and SPSS.
5. Apply t-test, correlation, regression, and ANOVA and interpret research findings.

Unit I: Foundations of Research, Literature Review and Problem Identification

- Nature, objectives, scientific method, research process, and types of research.
- Research philosophy and paradigms: Epistemology, Ontology, Axiology, Positivism, Interpretivism, Pragmatism, and Critical Paradigm.
- Literature review, research mapping, and AI-assisted literature discovery.
- Research problems, gaps, objectives, questions, hypotheses, variables, and constructs.
- Theory building and testing; theoretical and conceptual framework development.

Unit II: Research Design, Methodological Approaches and Measurement

- Research designs: quantitative, qualitative, and mixed-method approaches.
- Exploratory, descriptive, experimental, comparative, survey, case study, ethnographic, grounded theory, action research, and design science methods.
- Interdisciplinary and technology-driven methods: HCI, UX, usability, and digital media research.
- Sampling, sample size, variable operationalisation, measurement scales, and research instruments.
- Pilot testing, reliability, validity, trustworthiness, research rigor, and data quality.

Unit III: Digital Data Collection and Computational Research Methods

- Primary, secondary, and digital data sources; online data collection.
- Surveys, interviews, observation, and digital research methods.
- Content, discourse, and computational analysis.
- Social media/web analytics, digital ethnography, and digital trace data.
- Web scraping, APIs, and network analysis.

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Unit IV: Data Analysis and Visualization

- Data coding, cleaning, entry and management using Excel and SPSS.
- Descriptive statistics: frequency, percentage, mean, median, standard deviation and cross-tabulation.
- Data visualization: tables, charts, graphs and dashboards using Excel and SPSS.
- Qualitative data coding and categorization.
- Interpretation and presentation of descriptive findings.

Unit V: Inferential Statistics and Research Interpretation

- Hypothesis testing, significance level, p-value and confidence intervals using SPSS.
- t-test, correlation, linear regression and one-way ANOVA.
- Interpretation of statistical outputs, effect sizes and relationships.
- Thematic analysis and integration of quantitative and qualitative findings.
- Research reporting, reproducibility, limitations, implications and conclusions.

Suggested Readings

1. Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
2. Christensen, L. B., Johnson, R. B., & Turner, L. A. (2024). *Research methods, design, and analysis* (13th ed.). Pearson.
3. Sloan, L., & Quan-Haase, A. (2016). The SAGE Handbook of social media research methods. SAGE Publications Ltd, https://doi.org/10.4135/9781473983847
4. Caliandro, A., & Gandini, A. (2016). Qualitative research in digital environments: A Research Toolkit. Taylor & Francis.
5. Kumar, R. (2019). Research Methodology: A step-by-step guide for beginners (5th ed.). SAGE Publication Ltd
6. The sage handbook of social media research methods. (n.d.). https://www.kobo.com/ebook/the-sage-handbook-of-social-media-research-methods-1
7. The sage handbook of online research methods ebook by - EPUB | rakuten Kobo United States. (n.d.-a). https://www.kobo.com/us/en/ebook/the-sage-handbook-of-online-research-methods
8. Levenberg, L., Neilson, T., & Rheams, D. (Eds.). (2018). *Research methods for the digital humanities*. Palgrave Macmillan. https://doi.org/10.1007/978-3-319-96713-4
9. D. Wimmer, R., & R. Dominick, J. (2006). *Mass Media Research: An Introduction*. https://books.google.co.in/books/about/Mass_Media_Research.html?id=ay5lKmAw2UcC&redir_esc=y.
10. Berger, A. A. (2020). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5th ed.). SAGE Publications.

Web Resources

1. IBM. (2026). *IBM SPSS Statistics 32 documentation*. IBM. https://www.ibm.com/docs/en/spss-statistics/32.0.0
2. IBM. (n.d.). *Statistical analysis using IBM SPSS Statistics*. IBM Training. https://www.ibm.com/training/course/statistical-analysis-using-ibm-spss-statistics-v26-0K51BG
3. Academic Research Methodology (IIT Kharagpur / NPTEL) https://onlinecourses.swayam2.ac.in/cec23_hs41/preview
4. Research Methodology and Analysis (IGNOU / UGC) https://online-degree.swayam2.ac.in/mri24_07_d04_s2_cc01/preview
5. Quantitative Research Methods (University of Amsterdam) https://www.coursera.org/learn/quantitative-research-methods

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	Course	Credits	Theory	Practical	Internal
2	**Research in New Media Technology**	**04**	**80**	**-**	**20**

Course Objectives

The course aims to:

1. Understand New Media ecosystems, evolution, and trends.
2. Examine AI, computational media, and Human–AI communication.
3. Develop skills in digital analytics and computational research.
4. Explore emerging technologies, innovation, and research frontiers.
5. Understand AI governance, ethics, and legal frameworks.

Course Outcomes

After completing the course, scholars will be able to:

1. Explain New Media ecosystems and emerging technologies.
2. Analyse AI and computational media applications.
3. Apply digital analytics to New Media research.
4. Identify emerging technologies and research opportunities.
5. Evaluate AI governance, ethics, and legal frameworks.

Unit I: Digital Media Ecosystems and Contemporary Communication Technologies

- Digital media evolution, convergence, and transformation.
- Platform society, creator economy, and participatory media.
- Digital journalism, mobile journalism, and social media.
- Algorithmic communication, audiences, and user engagement.
- Platform governance, personalization, and emerging trends.

Unit II: Artificial Intelligence, Computational Media and Human–AI Communication

- AI applications in communication and media.
- Computational journalism, NLP, computer vision, and recommendation systems.
- Generative AI, multimodal AI, and AI-enabled media production.
- Human–AI communication, intelligent agents, and explainable AI.
- Synthetic media, deepfakes, responsible AI, and AI ethics.

Unit III: Digital Analytics and Computational Research

- Digital trace data, web analytics, and social media analytics.
- Social Network Analysis and online community mapping.
- Sentiment, audience, behavioural, and content analysis.
- Digital ethnography, netnography, and geospatial communication.
- Computational social science and emerging digital research domains.

Unit IV: Emerging Technologies, Innovation and Research Frontiers

- XR, VR, AR, metaverse, and immersive storytelling.
- Spatial computing, digital humans, and multimodal communication.
- Blockchain, IoT, digital twins, and decentralized media.
- Agentic AI and intelligent media systems.
- Digital innovation, entrepreneurship, and emerging research frontiers.

Unit V: AI Regulation, Digital Governance, Policy and Ethics

- IT Act, 2000 and relevant digital media provisions.
- Digital Personal Data Protection Act, 2023 and data governance.
- IndiaAI Mission, AI governance, and responsible AI.
- Deepfakes, misinformation, platform accountability, and content moderation.
- AI regulation, intellectual property, cybersecurity, and global policy perspectives.

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Suggested Readings

1. Lindgren, S. (2025). Digital media and society (3rd ed.). SAGE Publications.
2. Hutchinson, J., Suwana, F., & McTernan, C. (Eds.). (2024). Social media in society. Palgrave Macmillan. https://doi.org/10.1007/978-3-031-66360-4
3. Rogers, R. (2024). Doing digital methods (2nd ed.). SAGE Publications. https://doi.org/10.4135/9781036231514
4. Flew, T. (2021). The global media: Theory, policy, and practice (2nd ed.). Palgrave Macmillan.
5. Krishna, S. H., Yalavarthy, S. C., Singavarapu, R. B., & Katru, E. R. (2026). *Artificial intelligence in digital media: Opportunities, challenges, and future directions*. Deep Science Publishing.
6. The Platform Society: Public Values in a Connective World - José van Dijck, Thomas Poell & Martijn de Waal, Oxford University Press, 2018
7. Artificial Intelligence: A Modern Approach - Stuart Russell & Peter Norvig Pearson, 4th ed., 2021
8. Analyzing Social Media Networks with NodeXL: Insights from a Connected World Derek Hansen, Itai Shneiderman & Itai Smith, Morgan Kaufmann, 2011
9. Augmented Reality: Principles and Practice - Dieter Schmalstieg & Tobias Hollerer, Addison-Wesley, 2016
10. The Ethics of Artificial Intelligence - Nick Bostrom & Eliezer Yudkowsky (Eds.) Cambridge University Press

Web Resources

1. UNESCO. (2022). *Recommendation on the ethics of artificial intelligence*. UNESCO. https://unesdoc.unesco.org/ark:/48223/pf0000381137
2. OECD. (2024). *OECD AI principles*. Organisation for Economic Co-operation and Development. https://oecd.ai/en/ai-principles
3. Ministry of Electronics and Information Technology. (2023). *Digital Personal Data Protection Act, 2023*. Government of India. https://www.meity.gov.in/
4. Ministry of Electronics and Information Technology. (2025). *Digital Personal Data Protection Rules, 2025*. Government of India. https://www.meity.gov.in/documents/act-and-policies/digital-personal-data-protection-rules-2025-gDOxUjMtQWa
5. Ministry of Electronics and Information Technology. (2000). *Information Technology Act, 2000*. Government of India. https://www.meity.gov.in/documents/act-and-policies
6. IndiaAI. (2025). *Responsible AI governance framework*. Ministry of Electronics and Information Technology, Government of India. https://indiaai.gov.in/responsible-ai/
7. IndiaAI. (2024). *IndiaAI Mission*. Ministry of Electronics and Information Technology, Government of India. https://indiaai.gov.in/
8. Social Networks (SWAYAM / NPTEL) https://onlinecourses.nptel.ac.in/noc23_cs106/preview
9. Generative AI for Everyone (Coursera) https://www.coursera.org/learn/generative-ai-for-everyone
10. AI Ethics (Coursera) https://www.coursera.org/learn/ai-ethics

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	Course	Credits	Theory	Practical	Internal
3.	**Literature Review and Research Synopsis: New Media Technology**	04	50	30	20

Course Objectives

The course aims to:

1. Develop skills in literature search, review, synthesis and research mapping using digital research tools.
2. Introduce Indian Knowledge Systems (IKS) and their relevance to Communication, Computing and New Media Technology.
3. Develop understanding of digital media theories, platforms, AI, datafication and emerging media challenges.
4. Enable identification of research gaps and development of theoretical and conceptual frameworks.
5. Develop competencies in research synopsis preparation, academic ethics, responsible AI, data governance and research planning.

Course Outcomes

After completing the course, students will be able to:

1. Search, evaluate, synthesize and manage scholarly literature using appropriate databases and digital tools.
2. Apply systematic review, bibliometric and research-mapping techniques to analyse scholarly literature.
3. Integrate IKS perspectives with Communication, Computer Science and New Media Technology research.
4. Apply digital media theories to analyse contemporary media, platforms, AI, algorithms and digital cultures.
5. Identify research gaps and develop a coherent research synopsis with appropriate theory, methodology, ethics and research planning.

Unit I: Literature Search and Digital Research Ecosystem

- Role and scope of literature review in doctoral research.
- Scholarly databases, digital libraries, repositories, search strategies, keywords, Boolean operators, and citation chaining.
- Literature screening, reference management, and AI-assisted literature discovery and synthesis.
- Digital research infrastructure, research data management, documentation, and open science.
- ORCID, researcher profiles, citation tracking, and academic networking.

Unit II: Critical Literature Review and Research Mapping

- Narrative, systematic, scoping, and integrative literature reviews.
- Critical reading, evaluation, synthesis, and thematic analysis.
- PRISMA framework and systematic review protocols.
- Bibliometric, scientometric, citation, and co-occurrence analysis.
- Research mapping using VOSviewer, Biblioshiny, ResearchRabbit, and related tools.

Unit III: Indian Knowledge Systems in Communication, Computing and New Media

- Concepts, sources, traditions, and research perspectives of Indian Knowledge Systems (IKS).
- Indian traditions of communication, knowledge transmission, language, mathematics, logic, and information systems.
- Contributions of IKS to computing, algorithms, linguistics, science, and technology.

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- IKS perspectives in digital communication, media, AI, emerging technologies, and New Media.
- Research opportunities integrating IKS, Communication, Computer Science, and New Media Technology.

Unit IV: Digital Media Theories

- Digital Media Foundations: Digitisation, interactivity, hypertext, multimedia, convergence and remediation.
- Media & Audience: McLuhan, Uses and Gratifications, Agenda-Setting, Framing, prosumerism and participatory culture.
- Digital Culture: Cyberculture, virtual communities, digital identity and networked publics.
- Platforms & Data: Platformisation, algorithms, datafication, surveillance, privacy, attention economy and digital labour.
- AI & Digital Challenges: Generative AI, synthetic media, misinformation, deepfakes, ethics, governance and digital rights.

Unit V: Research Gap, Theory and Synopsis

- Research Gap: Gap identification, literature synthesis and problem justification.
- Theory & Framework: Theory selection, theoretical perspectives and conceptual framework development.
- Research Alignment: Linking gaps, questions, objectives, hypotheses, variables and constructs.
- Synopsis & Planning: Synopsis structure, methodology, timeline, resources, risk and research workflow.
- Scholarly Research: Academic writing, ethics, responsible AI, data governance, reproducibility, research impact and DRC feedback.

Practical Assignment:

1. Conduct a structured literature search using scholarly databases and AI-assisted tools; organize 20–25 sources using a reference manager and prepare an annotated bibliography.
2. Conduct a mini systematic/scoping review and prepare a research map using VOSviewer or Biblioshiny, identifying key themes, authors, sources, and research trends.
3. Select an Indian Knowledge Systems (IKS) concept relevant to Communication, Computing, AI, or New Media and prepare a research note or concept map demonstrating its contemporary relevance.
4. Select a research topic, critically analyse the literature, identify a research gap, formulate research questions, and develop a theoretical/conceptual framework.
5. Prepare, present, and defend a Ph.D. research synopsis, incorporating feedback from the DRC/research committee.

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Suggested Readings

1. Hart, C. (2018). *Doing a literature review: Releasing the research imagination* (2nd ed.). SAGE Publications.
2. Boland, A., Cherry, M. G., & Dickson, R. (Eds.). (2023). *Doing a systematic review: A student's guide* (3rd ed.). SAGE Publications.
3. Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
4. Thomas, G. (2024). *How to do your literature review*. SAGE Publications.
5. Mahadevan, B., Bhat, V. R., & Pavana, N. R. N. (2022). *Introduction to Indian knowledge system: Concepts and applications*. PHI Learning.
6. Desiraju, G. R., Panda, A., & Bhattacharya, D. (n.d.). *Indian knowledge systems: A primer*. Indian Knowledge Systems Division, Ministry of Education, Government of India. https://iksindia.org/
7. Lindgren, S. (2025). *Digital media and society* (3rd ed.). SAGE Publications.
8. van Dijck, J., Poell, T., & de Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press. https://doi.org/10.1093/oso/9780190889760.001.0001
9. Crawford, K. (2021). *Atlas of AI: Power, politics, and the planetary costs of artificial intelligence*. Yale University Press.
10. Rogers, R. (2024). *Doing digital methods* (2nd ed.). SAGE Publications. https://doi.org/10.4135/9781036231514

Web Resources

1. UNESCO. (2021). UNESCO recommendation on open science. UNESCO. https://www.unesco.org/en/legal-affairs/recommendation-open-science
2. OpenAlex. (n.d.). OpenAlex: An open catalog of the global research system. https://openalex.org/
3. Crossref. (n.d.). Crossref REST API. https://api.crossref.org/
4. ORCID. (n.d.). ORCID: Connecting research and researchers. https://orcid.org/
5. Bibliometrix. (n.d.). Biblioshiny: The web interface for bibliometrix. https://www.bibliometrix.org/home/index.php/layout/biblioshiny
6. VOSviewer. (n.d.). VOSviewer Online documentation. https://app.vosviewer.com/docs/
7. Science Communication: Research Productivity and Data Analytics using Open Source Software (IIT Kharagpur / NPTEL) https://onlinecourses.nptel.ac.in/noc24_hs01/preview
8. Appraising National & International Research Proposals and Synopsis Writing (NITTTR / SWAYAM) https://swayam.gov.in
9. Understanding Research Methods (SOAS University of London / Coursera) https://www.coursera.org/learn/research-methods
10. Introduction to Systematic Review and Meta-Analysis (Johns Hopkins University / Coursera) https://www.coursera.org/learn/systematic-review

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	Course	Credits	Theory	Practical	Internal
4.	(A). Research & Publication Ethics	2	25	15	10
	(B). Dissertation	2	-	40	10

4 (A). Research & Publication Ethics

Unit I Philosophy and Ethics

Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions.

Unit II Scientific Conduct

Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data.

Unit III Publication Ethics

Publication Ethics: definition, introduction and importance; Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals.

Unit IV Open Access Publishing

Open access publications and initiatives; SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies; Software tool to identify predatory publications developed by SPPU; Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Unit V Publication Misconduct, Databases and Research Metrics

Publication Misconduct

(i) Group Discussions: Subject-specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad;

(ii) Software Tools: Use of plagiarism software like Turnitin, Urkund and other open-source software tools.

Databases and Research Metrics

(i) Databases: Indexing databases, Citation databases: Web of Science, Scopus, etc.;

(ii) Research Metrics: 1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score 2. Metrics: h-index, g-index, i10 index, altmetrics.

References

1. Philosophy of Science by A. Bird (Routledge, London, 2006).
2. A Short History of Ethics by A. Macintyre (Routledge, London,1967).
3. Ethics in Competitive Research: Do not get scooped; do not get plagiarized by P. Chaddah (2018); ISBN:978- 9387480865.
4. On Being a Scientist: A Guide to Responsible Conduct in Research by National Academy of Sciences, National Academy of Engineering and Institute of Medicine (The National Academies Press, 3rd Edition, 2009).
5. What is ethics in research & why is it important? by D. B. Resnik (National Institute of Environmental Health Sciences, 1-10, 2011). Retrieved from https://www.niehs.nih.gov/researchlresources/bioethics/whatis/index.cfrn .
6. Predatory publishers are corrupting open access by J. Beall (Nature, 489, 179-179, 2012). https://doi.org/10.1038/489179a.

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7. Ethics in Science Education, Research and Governance by Indian National Science Academy (INSA), 2019), ISBN:978-81-939482 http://www.insaindia.res.in/pdf!Ethics Book.pdf.

Web Resources

1. Committee on Publication Ethics. (2024). COPE core practices. https://publicationethics.org/core-practices
2. Committee on Publication Ethics, Directory of Open Access Journals, Open Access Scholarly Publishing Association, & World Association of Medical Editors. (2022). Principles of transparency and best practice in scholarly publishing (4th ed.). https://doaj.org/apply/transparency/
3. World Association of Medical Editors. (n.d.). Recommendations on publication ethics policies for medical journals. https://wame.org/recommendations-on-publication-ethics-policies-for-medical-journals
4. UNESCO. (2021). UNESCO recommendation on open science. https://doi.org/10.54677/MNMH8546
5. Directory of Open Access Journals. (n.d.). Directory of Open Access Journals. https://doaj.org/
6. Elsevier. (n.d.). Scopus. https://www.scopus.com/
7. SCImago Lab. (n.d.). SCImago Journal & Country Rank. https://www.scimagojr.com/
8. Centre for Science and Technology Studies. (n.d.). CWTS Leiden Ranking. Leiden University. https://www.leidenranking.com/
9. Introduction to Philosophy (University of Edinburgh / Coursera) https://www.coursera.org/learn/philosophy
10. Ethics of Psychological Research (American Psychological Association / Coursera) https://www.coursera.org/learn/ethics-of-psychological-research
11. Research and Publication Ethics (RPE) (UGC MOOCs / SWAYAM) https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/272

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4 (B) Dissertation

Guidelines for Dissertation : New Media Technology

1. Technical Formatting Guidelines

Prior to structuring your content, ensure your document configuration adheres strictly to these administrative rules:

- **Language & Font:**
  - **English:** Font Size 12 pt (Standard readable fonts like Times New Roman or Calibri).
  - **Hindi:** Font Size 14 pt (e.g., Devlys / Mangal).
  - Headings, titles, and subtitles may use larger, bold font sizes.
- **Printing & Binding:** Typed on both sides of A4 paper. No spiral binding permitted (hardbound/softbound as per university rules).
- **Margins:**
  - Binding side: 2.0 inches (5.08 cm)
  - Top, Bottom, and Outer sides: 1.5 inches (3.81 cm)
- **Line Spacing:** Single-line spacing throughout the main body text.
- **Formatting Compliance:** The scholar bears full responsibility for any typos, layout errors, or formatting oversights.

2. Standard Dissertation Structure

Your dissertation should be organized into three distinct sections: Preliminary Pages, Core Chapters, and End Matter.

1. Preliminary Pages (Order of Assembly)

1. Cover Page & Title Page: Must list the exact title approved by the University, scholar's name, enrollment number, supervisor's details, and university seal.
2. Copy of Topic Approval Letter: Official approval from the University with supervisor assignment.
3. Copy of Approved Synopsis: Signed directly by the supervisor.
4. Supervisor Certificate: Declaration stating the work is original, approved, and conducted under their direct supervision.
5. Student Declaration (Plagiarism & AI Compliance): Stating the work is free from plagiarism, repetition, and unauthorized content, acknowledging that violations result in cancellation of enrollment.
6. Acknowledgements: Formal recognition of academic, institutional, and personal support.
7. Abstract: Executive summary of the problem, theoretical framework, methodology, findings, and implications (300–500 words).
8. Table of Contents: Detailed breakdown with exact page numbers.
9. List of Tables & List of Figures/Visualizations: Separate listings for graphs, diagrams, and data charts.
10. List of Abbreviations & Key Terms: Standardized terminology used in new media contexts (e.g., algorithmic bias, UX, HCI, AI-generated content).

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2. Main Chapter Breakdown

Chapter 1: Introduction & Research Problem

- Context & Background: Overview of the specific New Media Technology landscape being studied (e.g., digital platforms, social algorithms, VR/AR, generative AI).
- Statement of the Problem: Precise description of the core issue or phenomenon under investigation.
- Research Objectives & Questions: Clearly stated aims along with formal research questions (and testable hypotheses, if applicable).
- Rationale & Significance: Relevance to media practice, society, or policy.
- Operational Definitions: Key media-specific concepts defined in the context of the study.

Chapter 2: Literature Review & Theoretical Framework

- Scholarly Literature Review: Analysis of past and contemporary research relevant to the topic.
- Identification of Research Gap: Explicit statement of what remains unknown or unaddressed in prior scholarship.
- Theoretical/Conceptual Framework: Theoretical models grounding the study (e.g., Uses & Gratifications, Actor-Network Theory, Agenda Setting, Mediatization, Technological Determinism).

Chapter 3: Research Methodology

- Research Design: Methodological paradigm (Quantitative, Qualitative, or Mixed-Methods).
- Data Sources & Sampling: Target population, platform selection criteria, sample size, and sampling technique.
- Data Collection Tools: Description of research instruments (e.g., Survey Questionnaires, Interview Schedules, Codebooks for Content Analysis, Web Scraping protocols).
- Analytical Techniques: Quantitative statistical tests, qualitative thematic analysis, computational/data visualization methods.
- Research Ethics & AI Policy: Compliance with consent, anonymity, data protection, and adherence to responsible AI guidelines.

Chapter 4: Data Presentation & Analysis

- Descriptive Data & Profile: General characteristics of the dataset or sample group.
- Empirical Findings: Systematic evaluation of data aligned directly with each research objective/hypothesis.
- Visualizations & Tables: Charts, graphs, network maps, or thematic models illustrating empirical evidence.

Chapter 5: Discussion & Synthesis

- Interpretation of Results: Detailed analysis of what the findings mean within the broader digital ecosystem.
- Cross-Examination: Direct comparison of findings against existing theoretical frameworks and past scholarship.
- Critical Contextualization: Unpacking unexpected results, platform-specific variances, or algorithmic nuances.

Chapter 6: Conclusion, Implications & Scope

- Summary of Major Findings: Concise answers to the core research questions.
- Contributions & Implications: Theoretical, practical, and policy implications for New Media Technology.
- Limitations of the Study: Methodological or operational constraints encountered during research.
- Future Research Scope: Actionable suggestions for subsequent researchers in the field.

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Chapter 7: End Matter & Appendices

- References / Bibliography: Styled consistently in an assigned academic format (e.g., APA 7th Edition or MLA).
- Appendix A: Codebook: Full description of variable definitions, operational rules, and coding schemes (Mandatory if content/data analysis was conducted).
- Appendix B: Data Collection Tools: Blank copies of questionnaires, interview scripts, or survey forms (Mandatory if used).
- Supplementary Material: Note that raw computer listings, data printouts, and rough working files are not bound into the dissertation but must be kept organized and presented directly at the time of the viva voce.

Defense & Presentation Checklist (Viva-Voce)

1. PowerPoint Presentation: Prepare a concise deck designed for a maximum 15-minute presentation.
    - Focus on: Problem statement, Methodology, Key Visualizations/Data, Theoretical Findings, and Major Contributions.
2. Physical Data Evidence: Bring all computer listings of raw data, processed spreadsheets, coding logs, and work files for evaluator inspection.
3. Plagiarism Verification: Ensure the final submission has passed institutional similarity checks (including proper attribution for AI tools utilized during data handling or analysis).

HOD NMT