

**Report on: Research paper presentation on The Impact of Web Series And Online Video Content On The Female During COVID - 19 Pandemic organised by Jagran Lakecity University, Bhopal Held on: 25<sup>th</sup> – 26th June 2021**

<b>Date of Event</b>	25 <sup>th</sup> – 26th June 2021
<b>Name and Type of Event</b>	Research paper presentation / International Conference on Media, Communication and Design-2021
<b>Conducted by</b>	Organised by the Faculty of Journalism and Creative Studies, Jagran Lakecity University, Bhopal. Paper presented by: Shalini Prasad
<b>No. Of Participant</b>	179

Faculty of Journalism and Creative Studies hosted a two-day International Conference on Media, Communication & Design (ICMCD-2021) through the virtual mode on June 25<sup>th</sup> & 26<sup>th</sup>, 2021.

The conference aimed to bring together leading academicians, researchers, and research scholars across the globe to exchange and share their experiences and research results on all aspects of Media, Communication & Design.

It also provided a premier interdisciplinary & Intercultural platform for researchers, practitioners, and media educators to present and discuss the most recent innovations, trends, issues, and concerns as well as practical challenges encountered and solutions adopted in the fields of Media, Journalism, Communication, Film, and Design.

The primary goal of the ICMCD is to encourage academicians, researchers, and scholars to meet and exchange ideas and views in an international forum stimulating respectful dialogue.

After the completion of the review process, abstract by Shalini Prasad (Research scholar of ARKA Jain University, Jharkhand) had been accepted for presentation at the International Conference on Media, Communication and Design – 2021 being organised by the Faculty of Journalism and Creative Studies, Jagran Lakecity University, Bhopal, India on June 25-26, 2021. Despite a large number of submissions, the selected abstract demonstrated the quality and criteria to be considered for the acceptance for full paper presentation.

The full research paper was presented by Shalini Prasad in an International Conference on Media, Communication and Design-2021 organised by Jagran Lakecity University, Bhopal, in the session titled, Exploring Gender Identity and Communication on 25<sup>th</sup> June 2021.

Research paper title: ‘The impact of web series and online video content on the female during Covid-19 pandemic’

## ABSTRACT

### **The impact of web series and online video content on the female during covid-19 pandemic**

**Shalini Prasad,**

**Research Scholar of Arka Jain University**

After launching smart phone and strong 4G network coverage people love to watch video online with smart phones. Now days the traditional watching content on the television sets has been reduced as people are now binge watching content on smaller screens. The purpose of this research was to find out the behavior of women towards virtual content and its effects on their life during the pandemic. People being watch with so much reason but pandemic add one reason to start and more addicts to these series. Which kind of content female like to watch how much those content affected them? This is all in this research paper. The purposive random sampling was done on undergraduate and postgraduate students, and working and housewife women in Jharkhand, where a total of 100 responses were received and studied by the researcher. A questionnaire with close-ended questions was built on Google Forms, and was sent to the respondents through Facebook Messenger, WhatsApp and email. Descriptive and exploratory research has been used in this research paper. Qualitative data was collected for research purpose. Research findings reveal that during the pandemic many women's start to watch web series and video content. These content help to increase moral support of them. They never pause there work to watch the series. They don't like to watch crime, violence and sex content based web series. They feel sensitive about showcasing women as sex object.

**Keywords:** pandemic, virtual content, web-series, online Streaming, women

## Certificate of paper presentation



The certificate is presented on a dark blue background. On the left, there is an illustration of a woman in a white top and red pants holding a microphone. At the bottom left, there is a decorative border of colorful squares. Logos for Jagran Lakecity University, Universidad Camilo José Cela, and ual (University of the Arts London) are visible. The ICMCD-2021 logo is in the top right corner.

**JAGRAN LAKECITY UNIVERSITY**  
FACULTY OF JOURNALISM AND CREATIVE STUDIES

**ICMCD-2021**  
25<sup>th</sup> -26<sup>th</sup> June 2021

In collaboration with  
**Universidad Camilo José Cela** | **ual: university of the arts london**

**ICMCD 2021**

**CERTIFICATE OF PAPER PRESENTATION**

This Certificate is Presented to Shalini Prasad  
From Arka Jain University  
for presenting a paper titled The Impact Of Web Series And Online Video Content On The Female During Covid-19 Pandemic  
in the International Conference on Media, Communication and Design (ICMCD-2021) on 25<sup>th</sup>-26<sup>th</sup> June, 2021, organized by Faculty of Journalism & Creative Studies (FJCS), Jagran Lakecity University, Bhopal.

*Sandeep Shastri*  
Prof. (Dr.) Sandeep Shastri,  
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