



DEPARTMENT OF STRATEGIC COMMUNICATION AND JOURNALISM
2022-2023

Paper Name: Research Methods II

Paper Code: SBMMED405

Submitted to: Mr. Harsh Desai

**Influence of social media on Indian Gen-Z's consumer
behavior, with regards to fast fashion**

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Aarushi Verma - M21068 | Yamini Yadav - M21070





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Paper Code: SBMMED405

Submitted to: Mr. Harsh Desai

Analyzing Potential Effects Associated With Misinformation In The Digital Age During The Pandemic |

Group Members:

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Dhanashree Subhedar- M21061
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IMPACT OF PORTRAYAL OF MENTAL ILLNESSES IN POPULAR FILMS

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**Implication of menstrual bill in government workplaces and educational
institutions and its impact**

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How does short-form content affect the attention spans of young-adult consumers?

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Why are people shifting to Veganism in India?

by

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A Review of Superstitions in the Indian Context

By Anhata Rooprai

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Merriam-Webster defines superstition as a belief or practice resulting from ignorance, fear of the unknown, trust in magic or chance, or a false conception of causation.

Superstitions are a consequence of the factors stated above, which can be broken down in the following manner:

1. Ignorance refers to the lack of knowledge or information.
2. Fear of the unknown results from the tendency to be afraid, which stems from ignorance or a lack of information.
3. Magic is when there is an apparent control or influence on events by way of supernatural powers.
4. Chance refers to an event that happens without any discernible human intention or cause.
5. Causation, or causality, refers to a cause-and-effect relationship between two variables.

Essentially, superstition refers to an unsubstantiated cause-and-effect relationship. Superstitions manifest themselves in various forms around the world, like amulets, astrology, fortune-telling, spirits, paranormal entities, geomancy, et cetera.

The earliest studies on superstitions were conducted in psychology, by behaviourist B. F. Skinner. He published a study in the Journal of Experimental Psychology in 1947, which found superstitious behaviours in pigeons.

The pigeons were turning in their cages or swinging their heads in a pendulum motion. These overt behaviours were exhibited by pigeons in order to receive food from a dispenser, in a recurrent manner. This is related to the concept of reinforcement, which also explains the presence of superstitious behaviour in humans.

Reinforcement is the process of establishing a belief or a pattern of behaviour.

A more recent theory by Jane Risen proposes that superstitions are baseless associations that are acknowledged to be wrong in retrospect but acquiesced to rather than corrected when assessed. This theory extrapolates from the dual process model of reasoning, in which, here, superstitions become the product of System 1, which are not corrected even when System 2 catches them.

Associations have also been made between superstitious behaviour and anxiety. A research article published by the Harvard Business School found that a set of actions done before any task reduces anxiety, most commonly performance anxiety in the context of sports, socialisation, et cetera. It was concluded that repetitive behaviour reduces anxiety and improves performance. In a related way, the intensity of superstitious belief increases when the stakes of the activity being undertaken are higher.

In terms of the perception of superstitions, people are more likely to attribute the negative outcomes of an event to superstitions, as opposed to positive ones. Tangentially, unlikely events are more likely to be attributed to superstitious explanations as opposed to likely events.

Another important aspect of superstitious belief is its links to regions and religion. Chinese geomancy is called Feng Shui, and an example of it is the belief that a broken clock or a black door in a home is unlucky. Similarly, in Hindu geomancy, Vastushastra, cacti or other thorny plants are not supposed to be placed in a household, with the exception of roses.

Animals have been sources of superstitious beliefs as well. A black cat crossing someone's path is considered to be unlucky, much like tiger claws are thought to bring good luck. Certain numbers are significant in different cultures, for example, the number 13 is now, considered universally unlucky, and the number 8 is considered unlucky in China, especially in the context of Feng Shui.



Do Superstitious Beliefs Hamper the Scientific Temper Of Individuals?

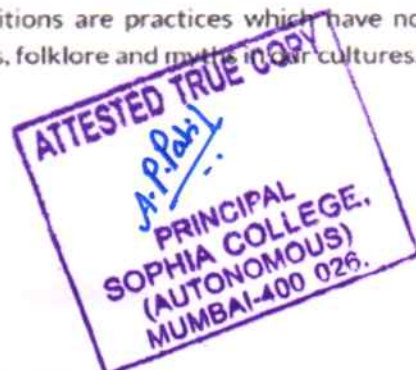
Disha Prakash (M21048), Amama Alwaz Quadri (M21049), Ishita Rani (M21050), Sanjana Ray (M21051)

Abstract

Superstitions are frequently viewed as meaningless responses of illogical minds that many people rely on in their daily lives in the hope that they will bring them luck or avoid bad luck. To date little is known about how prevalent is the practice of superstitions in an individual's life and to what extent it obstructs one's practical approach to things. The present research closes this existing gap by understanding how superstitions are prevalent in the everyday lives of people in metropolitan cities, especially Mumbai. We tried to understand this by conducting a survey of the age groups 17 to 74. Specifically, surveys 1 to 3 show how widely superstitions are practised by individuals, to what extremes are they practised and to what extent people living in one's neighbourhood, family and vicinity fall prey to it. Further, surveys 4 and 5 show how vastushastra and astrology can act as influence to an individual's belief in it. Finally, survey 7 helps us understand to what extent one questions these beliefs which thus helps us understand if superstitious beliefs hamper scientific temper and if they can actually co-exist.

Introduction

India is a diverse country. With people, culture, food, religions and traditions that have existed together for centuries. This country also resides people from all backgrounds and of different beliefs, perceptions and mindsets. Mumbai, the metropolitan city of India is a unique blend of all these differences. Hence, coming to this research, do superstitions affect the decisions made daily by the people of Mumbai? Superstitions are practices which have no rational causation and are passed down through traditions, folklore and myths in our cultures.





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Submitted to: Mr. Harsh Desai

The Effects Of Televised Violence on Teenagers

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THE GROWTH AND IMPACT OF KOREAN MEDIA ON INDIAN YOUTH

Course: Research Methods [SBMMED405]
Academic Year: 2022-2023

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Sophia College (Autonomous)

Bachelor of Arts in Strategic Communication and Journalism

Research Methods || - SBMMED405



Why is Generation Z inclined towards reading Wattpad novels over traditional methods of reading?

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Why Is K-Pop So Popular In India?

Written by: Joanna Dsouza, Seanna Fernandes, Zella Fernandes, Sanika Gade,
Dimple Gehlot





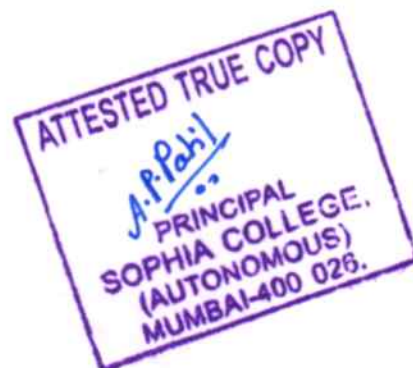
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Evolution of Male toxicity in Bollywood films: Analysis of Deewaar and Kabir Singh

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How do socioeconomic backgrounds shape friendships?

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**DEPARTMENT OF STRATEGIC COMMUNICATION AND JOURNALISM
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**Topic: A Study on "Educational Provisions/Facilities for Visually Impaired
Students"**

Authors of the paper: Roseina Coutinho, Sailee Dadarkar, Anushka Dabke

