Happy Women's Day

No Matter Even If It Takes A While,
You Handle Every Responsibility
With A smile!

REPORT ON WOMEN'S DAY 2021

This report contains details on the making of a YouTube video on the occasion of women's day for spreading awareness regarding women education – reasons behind women dropout.

EVENT NAME: WOMEN'S DAY VIDEO LAUNCH

THEME: AWARENESS REGARDING WOMEN EDUCATION - REASONS BEHIND WOMEN DROPOUT

RELEASE DATE: 20/03/2021

TARGET AUDIENCE: GENERAL

PLATFORM : CHRIST OFFICIAL YOUTUBE CHANNEL

CONDUCTED BY: 2ND SEMESTER GIRL STUDENTS OF MASTER OF DATA SCIENCE CHRIST (DEEMED TO BE UNIVERSITY)

LINK: https://www.youtube.com/watch?v=ugQ2hU92Ffk

EVENT INCHARGE: DR. UMMESALMA M

Objective:

To spread awareness regarding importance of education and highlight the reasons behind women dropouts.

MAKING OF WOMEN'S DAY VIDEO

The Master of Science (Data Science) female students joined together to create a video on Women's Day 2021 steered by the class guide Dr. Umme Salma M.

The video was created virtually by 19 students who suggested various innovative ways to spread awareness on importance of education on the occasion of women's day 2021. All students enthusiastically performed their roles in its making. The students under the direction of Rupal D'Souza strived to raise awareness in the individuals by displaying various realities of life across the educational spectrum and reasons for women dropout. The video garnered appreciation and attracted viewers, gaining instant and loyal viewers. URL: https://www.youtube.com/watch?v=ugQ2hU92Ffk
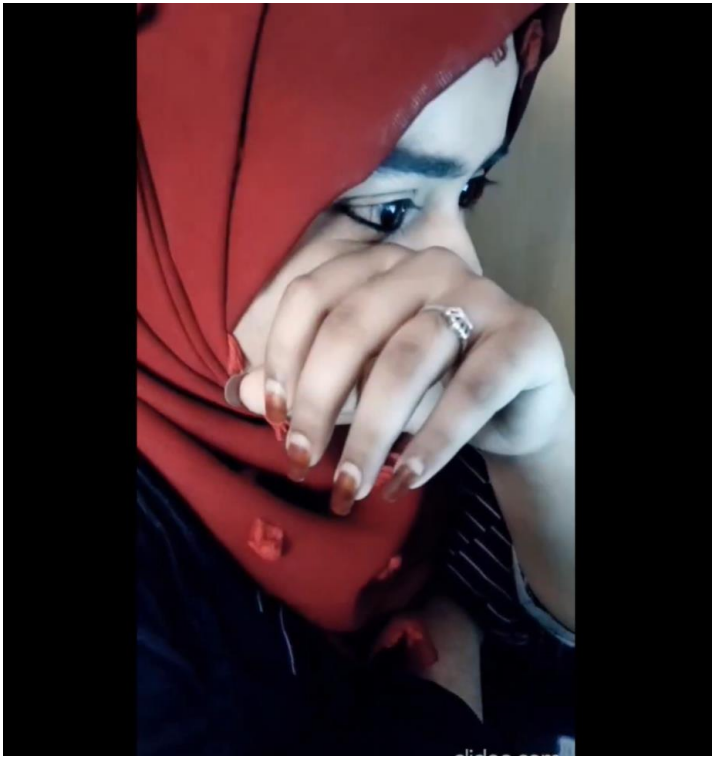
Figure 1 Scene Snippet showcasing one of the reason for dropout – lack of family/ community support

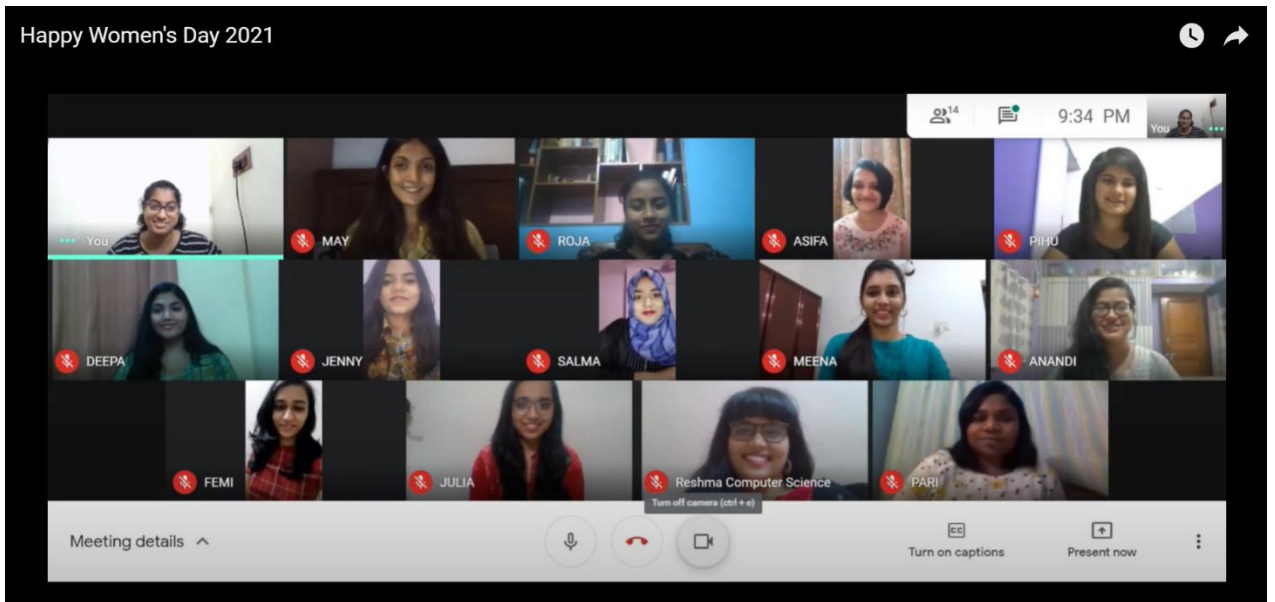*Figure 2 Scene Snippet showcasing one of the reason for dropout – Domestic Violence*


Figure 3 2 MDS students who acted in the video

SENTIMENTAL ANALYSIS ON THE COMMENTS

The video was uploaded on YouTube through the CHRIST UNIVERSITY Youtube Channel. The video had 1,050 views with 163 likes and 105 comments (as on April 08 2021). A brief sentimental analysis of the video clearly showed 88 positive comments and 19 neutral comments, thereby expressing immense appreciation by the viewers. The students tried their best to exceed their expectations in making the video sensational. The comments display their efforts paid off. The result of the sentimental analysis is given in graph1 and graph2.
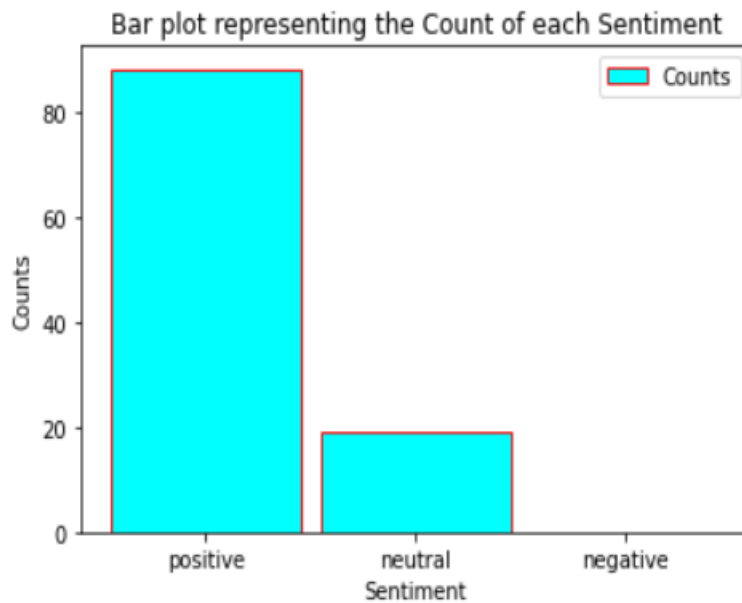
Graph 1 Count of positive, negative and neural comments on the women's day video

Graph 2 Word cloud indicating keywords extractied from video comments