

# NEWS & YOU

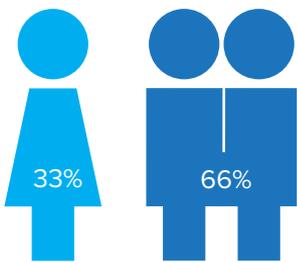
12 March 2017 • Research Methodology - Team 10 • Mentor: Ms. Neeta • Course Co-ordinator: Vipul Vinzuda

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## Knowing the users

Our user group comprised on 126 participants contributing to the survey and 10 students participated in the one-on-one interview. We have combined our data from the same to provide an idea.

### GENDER OF THE PARTICIPANTS

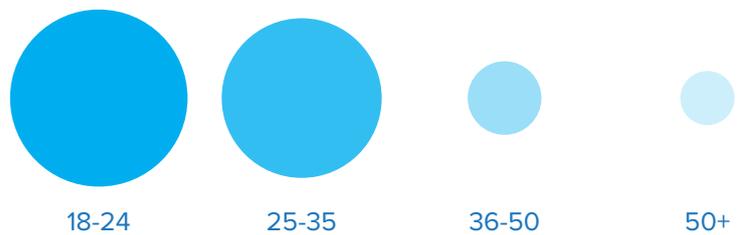


In the one-on-one personal interviews we also asked the following info:

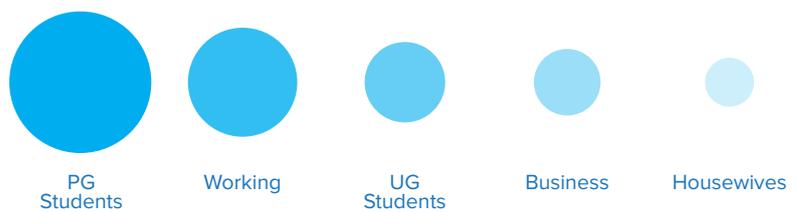
- 1) Name
- 2) Educational Qualifications
- 3) College/Region
- 4) Mother Tongue
- 5) Devices used

in order to get a complete picture of the user.

### AGE GROUP



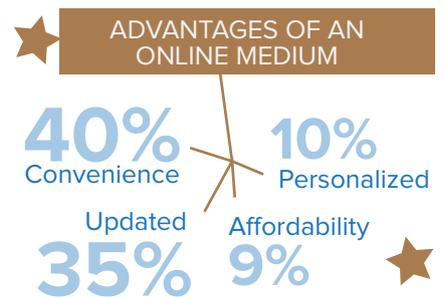
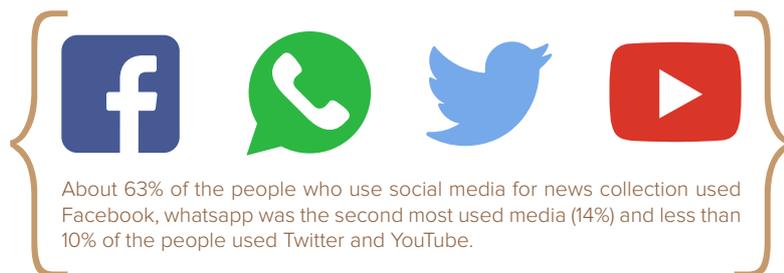
### PROFESSION



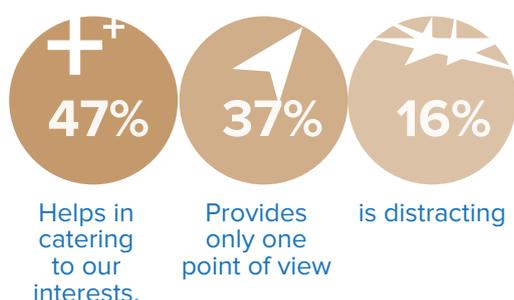
## Were the users really interested in getting to know the news?



## What were their sources of obtaining news?



## Opinion on suggested news



## What interested them lately?

