

IMSISS Dissertation Feedback & Mark Sheet

Student Matriculation No.	Glasgow 2791136 DCU Charles 64661511
Dissertation Title	Ukrainian preventive propaganda in Telegram

INDIVIDUAL INSTITUTION GRADING

		Late Submission Penalty 1 working day = 2 secondary bands
Word Count Penalty (1-15% over/under = 1gr point; 15-20% over/under = 2 gr points; 20-25% over/under = 3 gr points; more than 25% over/under = 0 fail)		
Word Count: 22026 Suggested Penalty: no penalty		

JOINT GRADING (subject to agreement of the external examiner and approval at Joint Exam Board)

Final Agreed Mark. (Following correspondence reviewers should list the agreed final internal grade taking before and after any penalties to be applied).

Before Penalty: B3 [15] **After Penalty:** C2 [13]

DISSERTATION FEEDBACK

Assessment Criteria	Rating
A. Structure and Development of Answer	
This refers to your organisational skills and ability to construct an argument in a coherent and original manner	
• <i>Originality of topic</i>	Good
• <i>Coherent set of research questions and/or hypothesis identified</i>	Very Good
• <i>Appropriate methodology and evidence of effective organisation of work</i>	Good
• <i>Logically structured argument and flow of ideas reflecting research questions</i>	Good
• <i>Application of theory and/or concepts</i>	Good
B. Use of Source Material	
This refers to your skills to select and use relevant information and data in a correct manner	
• <i>Evidence of reading and review of published literature</i>	Good
• <i>Selection of relevant primary and/or secondary evidence to support argument</i>	Very Good
• <i>Critical analysis and evaluation of evidence</i>	Good
• <i>Accuracy of factual data</i>	Very Good
C. Academic Style	
This refers to your ability to write in a formal academic manner	
• <i>Appropriate formal and clear writing style</i>	Very Good
• <i>Accurate spelling, grammar and punctuation</i>	Very Good
• <i>Consistent and accurate referencing (including complete bibliography)</i>	Very Good
• <i>Is the dissertation free from plagiarism?</i>	Yes
• <i>Evidence of ethics approval included (if required based on methodology)</i>	Yes
• <i>Appropriate word count</i>	Yes

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ADDITIONAL WRITTEN COMMENTS

Reviewer 1

This thesis examines the role of preventive propaganda in Ukraine's response to Russian disinformation during the ongoing conflict. Focusing on Telegram, the thesis aims to analyze how Ukrainian state-related channels have used preventive propaganda to counteract Russian narratives and influence public opinion. The study seeks to assess the effectiveness of these efforts through social media analysis, content analysis, and sentiment analysis. The research objectives are stated, and the methodology is appropriately chosen for the study's focus on social media platforms. The use of engagement metrics such as emoji reactions and message views to measure the impact of preventive propaganda is welcome.

However, the thesis exhibits several notable weaknesses that limit its overall impact. One of the primary issues is the heavy reliance on quantitative metrics, such as emoji reactions, to gauge public sentiment. While these metrics provide some insight into engagement levels, they do not fully capture the complexity of public opinion or the effectiveness of propaganda. The thesis would benefit from a more balanced approach that includes qualitative data or interviews to supplement the quantitative findings.

Furthermore, the analysis lacks critical engagement with the broader implications of the findings. The discussion of the effectiveness of preventive propaganda is somewhat superficial, failing to explore potential shortcomings or unintended consequences. Additionally, the thesis could have benefited from a more in-depth exploration of alternative perspectives on the use of propaganda, particularly from a theoretical standpoint (there is ample theoretical literature out there, especially re. Twitter). The literature review, while thorough, is somewhat biased towards supporting the effectiveness of the Ukrainian approach without adequately considering the limitations or ethical concerns associated with such strategies. The empirical analysis, though detailed, occasionally suffers from repetition, which detracts from the clarity and conciseness of the argument. Some sections of the methodology and discussion could have been streamlined to improve readability and focus.

Reviewer 2

This dissertation aims to evaluate the effectiveness of Ukraine's preventive propaganda by analyzing audience engagement on social media platforms. While the research is timely, several areas need refinement to enhance the study's impact.

Firstly, the role of the propaganda agent, especially in non-government channels, is unclear. The dissertation does not sufficiently clarify its position on the relationship between the medium and the message, as it were. Therefore, it doesn't adequately distinguish whether it is measuring the effectiveness of the communication channel or of the propaganda content itself. Clarifying this distinction is crucial for accurate interpretation of the findings. A significant concern is the assumption underlying the relationship between audience reaction to Telegram posts and the effectiveness of propaganda. The dissertation appears to treat this relationship as straightforward, but in reality, it is far more complex. Audience engagement metrics, such as reactions or comments, may not directly correlate with the success of propaganda efforts. A deeper exploration of this relationship, potentially incorporating qualitative data or a theoretical framework, would provide a more nuanced understanding of the dynamics at play.

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The research question also lacks clarity. It is presented as aims, but the core aim of the dissertation ("to present the analysis within the preventive propaganda framework because this particular method is believed to have shown potential for effective crisis management, ensuring social stability to prevent panic or unrest, and fostering a sense of national identity") is not a research question as such; this creates problems for analysis down the line.

The methodology description is another area needing improvement. The explanation of how social media analysis will be conducted is vague, making it difficult to assess the validity of the approach. More detail is required to demonstrate how the methods chosen are relevant to the research question.

A minor point concerns the characterization of Ukrinform as a government communication channel during the study period. The dissertation overlooks the shift in Ukrinform's relationship with the government at the end of 2023, which may affect the analysis. Addressing this would add valuable context.

In summary, the dissertation addresses an important topic but requires clearer research design, a more focused research question, and greater methodological detail to fully achieve its potential.