

Executive Summary of Minor Research Project

Name of the Principal Investigator : Dr. Vincent Mascarenhas
Title of the project : OPINION MINING – ROOT CAUSE MONITORING THE SOCIAL SYSTEM WHICH KEEPS TRACK OF WEAK POINTS IN RURAL AREAS OF MANGALORE AND UDUPI DISTRICTS
UGC Reference No. : MRP (S)-0516/13-14/KAMA002/UGC-SWRO

The inception and delivery of this project was completed as expected. There was a huge amount of insight into different compositions of the society we live in. The initial expectation of this study was to just research the weaknesses that contribute to the societal structure and how to strengthen those weaknesses. During the research number of peripheral and concomitant ideas contributed to a better execution of this project. Gaining insight into the workings and the reciprocity of various elements of the physical surroundings and their impact on the abstract nature of human behavior, and ultimately on the society.

Neglected hygiene in our surroundings and environmental pollution are the two pronounced problems that have a negative impact on our civic structure.

To find out more about how we can use technology to help in better maintenance of our surroundings, a computer application was also developed for use by the general public – to be used to report issues related to environmental neglect.

The added benefit of this application is that the MCA and M.Sc. Software Technology students were able to go through the development of a product from inception to completion phase; how to work on the requirements gathering actual development of the application with user interfaces and the final implementation:

1. Web front-end
2. An Android front-end (for mobile applications)

They also designed the database and worked on the survey questionnaires.

At the time of field study, it was discovered that – some other aspect that is impacting the daily life of citizens is the delay in travel time and related issues. This problem is not very obvious but has a lot to do with its ill effects of stress that builds up during daily commute to work and school. The study demonstrated the subtle but definite negative impact on the overall societal structure (reference 4.1.6. Negative Impact of Bad Roads and Disorganized Traffic in the main project report) and how traffic congestion causes air pollution that has a direct and dire effect on health, psychological and emotional factors, resulting in irrational behavior in everyone, and especially harmful to children.

The project helped research in environmental study and its impact on the societal structure. A lot has been derived from this project in terms of the final project report. It has the analysis of the surveys done which looked for certain weaknesses in our environmental behavior as well as the inadequacies and more importantly the limitations of such a research where the information that is gathered is at a premium.

When certain processes and areas of human development are made more efficient and productive by use of technology, certain behavioral factors have had a change-over to be more skeptical. Since misuse or abuse of personal data has been rampant everywhere, people are more cautious in divulging personal information.

This study has provided an in depth knowledge of how personal behavior has changed in line with the advances in technology; the good and the bad of technology. People and societies have become more introverted and nuclear, in contrast to the earlier configuration that was open and more sharing. Technology has penetrated the soul of every individual to the extent that the concept of Internet of Things may be more dangerous to our society from its humanistic point than expected.

Dr. Vincent Mascarenhas