IRJMSH

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 48312

Impact Factor* : 7.8012

Ref:IRJMSH/2026/A1024328

DOI : HTTPS://DOI.ORG/10.32804/IRJMSH

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

MR. TONY THOMAS

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

FROM ALGORITHMIC ATTENTION TO DIGITAL INTEREST: HOW ALGORITHMICALLY PRESENTED CONTENT RELATES TO INTEREST FORMATION AND ENGAGEMENT AMONG SOCIAL MEDIA AND OTT USERS

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 17 , Issue – 11 Nov , 2026

www.IRJMSH.com

Editor in Chief

IRJMSH

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 48312

Impact Factor* : 7.8012

Ref:IRJMSH/2026/A1024328

DOI : HTTPS://DOI.ORG/10.32804/IRJMSH

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

DR. S. PREM KUMAR

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

FROM ALGORITHMIC ATTENTION TO DIGITAL INTEREST: HOW ALGORITHMICALLY PRESENTED CONTENT RELATES TO INTEREST FORMATION AND ENGAGEMENT AMONG SOCIAL MEDIA AND OTT USERS

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 17 , Issue – 11 Nov , 2026

www.IRJMSH.com

Editor in Chief