

The recall of the scientific adviser for the defense of the master's dissertation  
of Maslov Oleg Mikhailovich

**“Effects on Viewer Experience: Pairing Digital Video Content  
with Thematically Relevant In-Stream Advertising”**

In the process of work on the dissertation, Oleg Maslov showed a high degree of discipline and responsibility. He regularly discussed his research and actively offered ideas and methods for consideration.

In the case of Oleg Maslov, the system of work on the dissertation can be called ideal due to his high dedication and sincere interest in the subject of his research. The student himself proposed the theme and design of the study and developed both the hypothesis and methodology of the experiment.

Also, the student showed initiative and thoroughness in preparing the empirical and technological base of the experiment. He independently created a project team, which completed the development of the Internet research project under his leadership

The student is distinguished by a high level of efficiency: all the recommendations and instructions of the adviser were fulfilled in a timely manner.

Unjustified borrowing and incorrect citation in the text of the dissertation was not found.

The level of borrowing in the system of Blackboard is 2%.

Scientific adviser:

Candidate Philological Sciences,  
Associate Professor of the Department  
of Media Design and Information  
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Higher School of Journalism and Mass  
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Yakunin A.V.