



# TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel: 91-11-27555121-24, E-Mail : [directortias@tecnia.in](mailto:directortias@tecnia.in), Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



## Report on 5 Days Workshop on Ethnography Research

<b>Event:</b>	Workshop on Ethnography Research
<b>Organized by:</b>	Department of Journalism and Mass Communication in collaboration with Research & Innovation Cell
<b>Convener:</b>	Dr. Shivendu Rai
<b>Participants:</b>	Faculties and Students
<b>Date:</b>	12 <sup>th</sup> September, 2022 to 16 <sup>th</sup> September, 2022
<b>Venue:</b>	Hybrid Mode
<b>Timing:</b>	10:00 AM to 12:00 PM
<b>Resource Person:</b>	Dr. Kumari Pallavi

### **Learning Objectives:**

- To introduce participants to the principles and practices of ethnography.
- To equip attendees with skills for conducting ethnographic fieldwork.
- To teach data analysis and interpretation techniques specific to ethnographic research.
- To foster an understanding of the ethical considerations in ethnography.

In collaboration with Research & Innovation cell, the Department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies organized a 5-day workshop on Ethnography Research from February 13 to February 17, 2023. The workshop aimed to provide participants with a deep understanding of ethnographic research methods, including data collection, analysis, and interpretation. Held at the Tecnia Auditorium, the event attracted a diverse audience, including students, researchers, and faculty members interested in qualitative research.

**Workshop Structure:** The five-day workshop was structured into the following sessions:



# TECNIA INSTITUTE OF ADVANCED STUDIES

## GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



### Day 1: Introduction to Ethnography

The workshop commenced with an inaugural session. Dr. Kumari Pallavi was the key speaker of the workshop. Dr. Kumari Pallavi is assistant professor in Galgotias University and having rich experience in ethnography of more than 10 years. Dr. Kumari Pallavi emphasized on the significance of ethnographic research in understanding cultural contexts.

The first day's sessions focused on:

- The historical background and evolution of ethnography.
- Key concepts and theoretical foundations of ethnography.
- The role of the researcher in ethnographic studies.
- Ethical considerations in conducting ethnographic research.

### Day 2: Fieldwork and Data Collection Techniques

The second day of the workshop concentrated on the practical aspects of ethnography, particularly fieldwork and data collection. Participants were introduced to various methods and tools used in ethnographic research, including:

- Participant observation and the role of the researcher in the field.
- Conducting ethnographic interviews and focus group discussions.
- Using field notes and journals to record observations.
- The importance of building rapport with research participants.

### Day 3: Data Analysis in Ethnography

On the third day, the focus shifted to data analysis in ethnographic research. The sessions covered:

- Techniques for coding and categorizing qualitative data.
- Identifying patterns and themes in ethnographic data.
- The use of software tools for qualitative data analysis.



# TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



- Approaches to interpreting and presenting ethnographic findings.

## Day 4: Writing Ethnographic Research

The fourth day was dedicated to the art of writing ethnographic research. Participants learned about:

- Structuring an ethnographic report or thesis.
- The importance of narrative in conveying ethnographic findings.
- Writing reflexively and acknowledging the researcher's positionality.
- Crafting ethnographic case studies and vignettes.

## Day 5: Case Studies and Practical Applications

The final day of the workshop was an interactive session where participants applied their learning to real-world scenarios. The activities included:

- Analysis of case studies from various fields of ethnography.
- Group discussions on challenges faced during ethnographic research.
- Practical exercises in data collection and analysis.
- A closing Q&A session to address participants' queries and provide further guidance.

## Conclusion

The 5-day workshop on Ethnography Research was highly successful, offering participants a comprehensive understanding of the methodologies and practices involved in conducting ethnographic research. The combination of theoretical insights and practical exercises ensured that attendees left the workshop well-prepared to undertake their own ethnographic studies. Participants expressed their appreciation for the depth and quality of the content delivered.



# TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

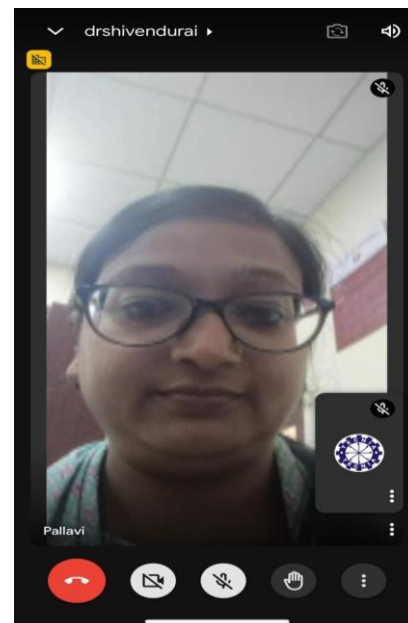
**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel:91-11-27555121-24, E-Mail : [directortias@tecnia.in](mailto:directortias@tecnia.in), Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



## Images of the Workshop

The poster is for a five-day workshop on Ethnography Research. It features the TECNIA logo and the Department of Journalism & Mass Communication. The workshop is organized in collaboration with the Research & Innovation Cell. The dates are 13th to 17th February 2023, from 10:00 AM onwards. The mode is hybrid. The resource person is Dr. Kumari Pallavi, Assistant Professor at IMC (Jammu). The convenor is Dr. Shivendu Kumar Rai, Department of Journalism & Mass Communication.





# TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



## LIST OF BENEFICIARIES

SESSION: 2022-2023

S.NO.	NAME OF PARTICIPANTS (FACULTY AND STUDENTS)	COURSE
1.	DR. MADHAVENDRA NATH JHA	PROFESSOR
2.	DR. KIRTI MIGLANI	ASSISTANT PROFESSOR
3.	DR. GOPAL THAKUR	ASSOCIATE PROFESSOR
4.	MS. APARNA VATS	ASSISTANT PROFESSOR
5.	MR. BAL KRISHNA MISHRA	ASSISTANT PROFESSOR
6.	MR. KARAN SINGH	ASSISTANT PROFESSOR
7.	DR. RAJESH AGRAWAL	PROFESSOR
8.	MS. JYOTI GUPTA	ASSISTANT PROFESSOR
9.	DR. SANJAY KR. SRIVASTAVA	ASSOCIATE PROFESSOR
10.	PUSHKAR	BBA
11.	KARAN	BBA
12.	ESHAAN BHOJWANI	BBA
13.	HITESH GUPTA	BBA
14.	SUJAL	BBA
15.	TATHASTU ARORA	BBA
16.	PRANAY	BBA
17.	KAYA RAI	BBA
18.	RAKSHIT DAGAR	BBA
19.	VANSH ARORA	BBA
20.	HARSHIT SAGAR	BA(JMC)
21.	MUKUL ARORA	BA(JMC)
22.	KHUSHI	BA(JMC)
23.	BHAVYA MALIK	BA(JMC)
24.	AASHI SHARMA	BA(JMC)
25.	RADHIKA KHANNA	BA(JMC)
26.	PRIYANSHI VIMAL	BA(JMC)
27.	PRIYANSHI BANSAL	BA(JMC)
28.	AARSH DEO	BA(JMC)
29.	SAMEER MAKHIJA	BA(JMC)
30.	ANANNYA KAPOOR	BA(JMC)
31.	SALONI GOEL	BA(JMC)
32.	DEV VERMA	BBA
33.	SANCHITA BHATIA	BBA
34.	BHAWNA RATHORE	BBA
35.	NIDHI SINGHAL	BBA
36.	VANI VERMA	BBA



# TECNIA INSTITUTE OF ADVANCED STUDIES

## GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel:91-11-27555121-24, E-Mail : [directortias@tecnia.in](mailto:directortias@tecnia.in), Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



37.	KARTIK SEHRAWAT	BBA
38.	BHUMI GUPTA	BBA
39.	ARYAN	BBA
40.	NISHITA DHINGRA	BBA
41.	MEHAK SONI	BBA
42.	TINA MAITY	BBA
43.	AYUSH JAIN	BBA
44.	AALIYAH KHAN	BBA
45.	HARSHIT KHANDELWAL	BBA
46.	VISHU DHANKAR	BBA
47.	KANISHKA TRIPATHI	BBA
48.	CHEITNA JINDAL	BBA
49.	CHESHTA	BBA
50.	RITIKA CHOUDHARY	MBA
51.	ADITI KUKREJA	MBA
52.	MANAN ARORA	MBA
53.	SHIVEK CHAUHAN	MBA
54.	MUSKAN	MBA
55.	UMANG ARORA	MBA
56.	KHYATI RAJPUT	MBA
57.	SHRISTHI	MBA
58.	OJASWI DOONGA	BA(JMC)