



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
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Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
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Report on 5 Days Workshop on Qualitative Research

Event:	Workshop on Qualitative Research
Organized by:	Department of Journalism and Mass Communication in collaboration with Research & Innovation Cell, TIAS
Convener:	Dr. Shivendu Rai
Participants:	Faculties and Students of Tecnia Institute
Date:	14 th November, 2022 to 18 th November, 2022
Day:	Hybrid mode
Timing:	10:00 AM to 12:00 PM
Key speaker:	Dr. Vikas Singh and Dr. Renu Singh

Learning Objectives:

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

In collaboration of Research & Innovation cell, the Department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies successfully organized a five-day workshop on Qualitative Research, aimed at equipping participants with advanced techniques and methodologies in qualitative research. The workshop saw active participation from students, scholars, and faculty members from various disciplines.

Day 1: Introduction to Qualitative Research

The workshop commenced with an insightful session by Dr. Vikas Singh, who introduced the participants to the fundamentals of qualitative research. Dr. Singh discussed the significance of qualitative methods in capturing the complexity of social phenomena and provided an



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overview of different qualitative research designs, such as case studies, ethnography, and grounded theory.

Day 2: Data Collection Techniques

The second day focused on data collection techniques. Dr. Renu Singh led the session, emphasizing the importance of selecting appropriate methods for collecting qualitative data. She elaborated on various techniques, including in-depth interviews, focus group discussions, and participant observation. Dr. Singh also shared practical tips for conducting effective interviews and managing group dynamics during focus group discussions.

Day 3: Data Analysis Strategies

On the third day, Dr. Vikas Singh returned to discuss data analysis strategies in qualitative research. He highlighted different approaches to coding and categorizing data, such as thematic analysis and narrative analysis. Participants were given hands-on exercises to practice coding qualitative data, which facilitated a deeper understanding of the analysis process.

Day 4: Ensuring Rigor and Trustworthiness

Dr. Renu Singh led the fourth day's session, focusing on ensuring rigor and trustworthiness in qualitative research. She discussed strategies for maintaining credibility, transferability, dependability, and confirmability in research findings. The session also covered ethical considerations in qualitative research, such as informed consent and confidentiality.

Day 5: Writing and Presenting Qualitative Research

The final day of the workshop was dedicated to writing and presenting qualitative research. Dr. Vikas Singh and Dr. Renu Singh jointly conducted this session, providing participants with guidance on structuring a qualitative research paper, presenting findings, and making effective use of quotes and excerpts from data. The session concluded with tips on publishing qualitative research in reputable journals.



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Conclusion

Dr. Shivendu Rai, the convenor of the workshop, delivered the closing remarks, thanking the speakers and participants for their active engagement throughout the workshop. He emphasized the importance of qualitative research in contributing to the academic community and encouraged participants to apply the knowledge gained in their future research endeavors.

Overall, the workshop was a resounding success, providing participants with a comprehensive understanding of qualitative research methodologies and practical skills to conduct high-quality qualitative studies. The interactive sessions, combined with expert insights from Dr. Vikas Singh and Dr. Renu Singh, made the workshop an enriching experience for all attendees.

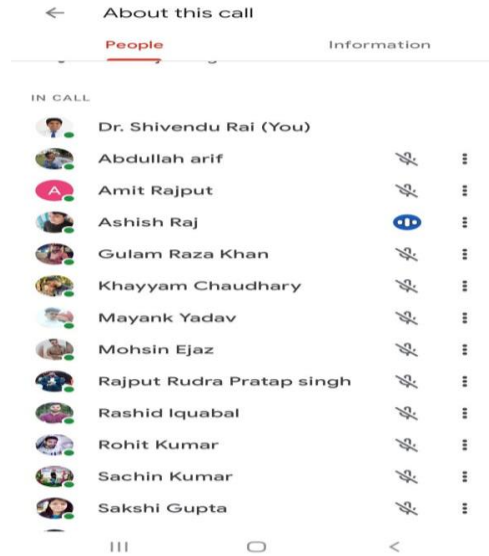
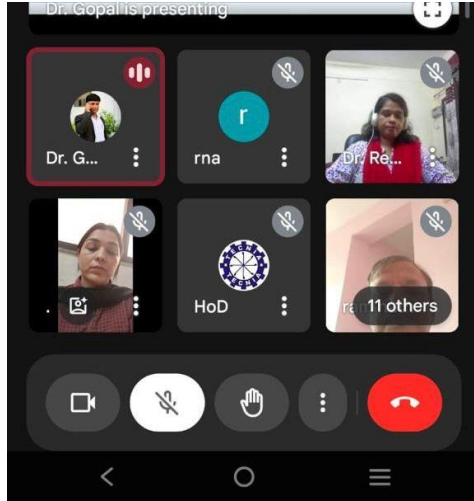
Images of the Workshop

The poster features the TECNIA logo at the top left, followed by the text 'DEPARTMENT OF JOURNALISM & MASS COMMUNICATION'. Below this, it states 'COLLABORATION with RESEARCH & INNOVATION CELL organizes FIVE DAYS WORKSHOP ON QUALITATIVE RESEARCH'. Two resource persons are listed: Dr. Vikas Singh (Research Expert) and Dr. Renu Singh (Associate Professor, MGAHV). The dates and time are '14th - 18th November, 2023, 10:00 AM Onwards', and the mode is 'HYBRID'. The convenor is 'Dr. Shivendu Kumar Rai, Department of Journalism & Mass communication'.



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LIST OF BENEFICIARIES

SESSION: 2023-2024

S.NO.	NAME OF PARTICIPANTS (FACULTY AND STUDENTS)	COURSE
1	DR. GOPAL THAKUR	ASSOCIATE PROFESSOR
2	DR. SANDEEP KUMAR	PROFESSOR
3	MS. KIRTI MIGLANI	ASSISTANT PROFESSOR
4	DR. MONISHA	ASSISTANT PROFESSOR
5	MR. RAHUL TRIPATHI	ASSISTANT PROFESSOR
6	MS. MEGHA MOHAN	ASSISTANT PROFESSOR
7	MS. DIVYA GAUTAM	ASSISTANT PROFESSOR
8	MS. GEETA BATRA	ASSISTANT PROFESSOR
9	DR. PUSHPA RANI	ASSISTANT PROFESSOR
10	MR. ANUJ NANDA	ASSISTANT PROFESSOR
11	GAURAV RAJPUT	BCA
12	DRISHTI PANDEY	BCA
13	PARTHIK RATHI	BCA
14	CHESHTA GARG	BCA
15	KASHISH	BCA
16	JHANVI TANDON	BCA
17	VANSH SHUKLA	BCA
18	HIMANSHU SINGH	BCA
19	YASHIKA DHIMAN	BA(JMC)
20	BHOOMI GARG	BA(JMC)
21	RAJAT TANWAR	BA(JMC)



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22	GITIKA SHARMA	BA(JMC)
23	SHREYA DEV KAURA	BA(JMC)
24	DEV MOHAN SHARMA	BCA
25	RIDHAM	BCA
26	ARNAV DUA	BCA
27	TUSHAR SINGH	BCA
28	MANVI TYAGI	BA(JMC)
29	SANYA SANGAL	BA(JMC)
30	REET MEHRA	BA(JMC)
31	OJASWI DOONGA	BA(JMC)
32	HARSHIT SAGAR	BA(JMC)
33	MUKUL ARORA	BA(JMC)
34	KHUSHI	BA(JMC)
35	BHAVYA MALIK	BA(JMC)
36	AASHI SHARMA	BA(JMC)
37	RADHIKA KHANNA	BA(JMC)
38	PRIYANSHI VIMAL	BA(JMC)
39	PRIYANSHI BANSAL	BA(JMC)
40	AARSH DEO	BA(JMC)
41	SAMEER MAKHIJA	BA(JMC)
42	ANANNYA KAPOOR	BA(JMC)
43	ASHISH RAJ	BA(JMC)
44	SALONI GOEL	BA(JMC)
45	DHRUV GOEL	BA(JMC)
46	SALONI SAYAL	BA(JMC)
47	SAMAIRA PANWAR	BA(JMC)
48	CHETNA JINDAL	BBA
49	CHESHTA	BBA
50	GULSAN RAZA KHAN	BBA
51	RITIKA CHOUDHARY	BBA
52	ADITI KUKREJA	MBA
53	RIYA JAIN	BA(JMC)
54	TRISHTA RAO	BA(JMC)
55	RAJPUT RUDRA PRATAP SINGH	BA(JMC)
56	GAURISH SETHI	BA(JMC)
57	MANSI SHARMA	BA(JMC)
58	MANISH KUMAR CHAURASIYA	BA(JMC)
59	CHANDRIKA MISHRA	BA(JMC)
60	HARSHITA NEGI	BA(JMC)
61	AMIT RAJPUT	BA(JMC)