

REPORT

On

Faculty Development Program

On

“Research Methodology & Statistics”

(6th February 2023 to 11th February 2023)



K.R. MANGALAM UNIVERSITY, GURUGRAM

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REPORT ON FACULTY DEVELOPMENT PROGRAMME ON

“Research Methodology & Statistics”

1. Introduction

School of Journalism and Mass Communication of K.R. Mangalam University organized an Online Faculty Development Program from February 06 -11, 2023 the purpose of FDP was to familiarize the participants with various research methods in Media Studies and help them in their skills in conducting research. The FDP was conducted by eminent academicians and practitioners in the field of Media Studies and was open to all faculty members of K.R. Mangalam University Gurugram.

Programme Objectives:

- To develop knowledge and skill related to research among Media Faculty.
- To extend ability to formulate research questions, design research proposals, and
- To develop ability to conduct media research using a variety of methods.
- To understanding of ethical considerations involved research methodology.

There were 12 external participants from different colleges and institutes and around 12 participants from K.R. Mangalam University. The sessions of the FDP were planned to meet the desired objectives. Schedule of the FDP has been enclosed.

2. Day-wise Report of the Sessions Conducted

Day 1: Monday 6th February 2023

The Faculty Development Programme on Research Methodology and Statistics was held on 6th February 2023, aimed at equipping faculty members with the skills and knowledge necessary for conducting high-quality research. The event was attended by 22 faculty members and research scholars.

The programme started with an opening address by the Dean Prof. Dr. Neeraj Khattri, who emphasized the importance of research in academia and the need for faculty members to be equipped with the latest research methodology and statistics skills. This was followed by a keynote speech by Prof. Dr. Vikram Kaushik, faculty of Media Studies Guru Jambheshwar University of Science and Technology Hisar, who provided an overview of the fundamental concepts of research methodology and statistics, and the importance of these concepts in conducting effective research.

The workshop covered the different types of research methodologies, including qualitative and quantitative methods, and provided hands-on experience in selecting appropriate research methods for different types of research projects.

The programme also included interactive sessions, where participants were encouraged to engage with the speakers and ask questions related to their research projects. This provided an opportunity for the participants to seek guidance and advice on how to overcome challenges faced in their research work.

The day ended with a feedback session, where participants shared their experiences and expressed their gratitude for the valuable insights they gained from the programme.



Photo 1: Prof. Dr. Vikram kaushik addressing all the faculty members of SJMC and attendees

Day 2: Tuesday 7th February 2023

The session started with the welcome note by Dr. Sarina, She acclimated the participants about the topic and objectives of the session, and introduced the Expert of the day Dr. Nilima Thakur. Dr. Nilima Thakur is assistant professor at Jagannath Institute of Management Sciences, Kalkaji. She enlightened the participants about the role and requirement of SPSS in Research in different spectrums. The Keynotes of the day are as following:

- Dr. Nilima Thakur explained the types of Data i.e. Categorical Data and Numerical Data, the further bifurcation of the data is as following:
 - A. Categorical Data (Qualitative Data)
 - a. Normal Data
 - b. Ordinal Data
 - B. Numerical Data (Quantitative Data)
 - a. Discrete Data
 - b. Continuous Data
- Furthermore Dr. Nilima Thakur demonstrated the tools and techniques of SPSS and explained the methodology of Coding of the Categorical data.
- Additionally Dr. Nilima explained the need and exercises of different analysis manners i.e. Mean, Mode, Median and Standard Deviation.

Ms. Gauri Joshi summed up the session by extending gratitude to the speaker of the day and thanked all the participants for joining the program.

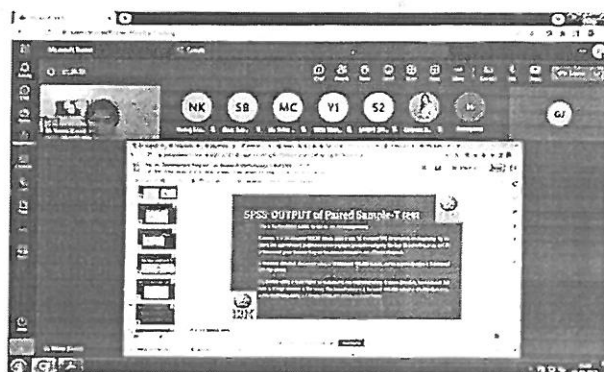


Photo 2: Dr. Nilima Thakur talking about SPSS T Test.

Day 3: Wednesday 8th February 2023

The session started with the welcome note by Ms. Gauri Joshi, She acclimated the participants about the topic and objectives of the session, and introduced the Speaker of the day Dr. Nilima Thakur. The session started in the continuation of previous day's discussion. Keynotes of the day are as following:

- Dr. Nilima Thakur demonstrated the types of tests to be used in Statistics analysis of a Research through SPSS.
- She explained about the One-way Anova, Multiway Anova tests, T-Test and Paired T-Test, Chi-Square Test and Z-Test and explained and demonstrated their uses in research for different purposes.
- Moreover Dr. Nilima resolved the queries of Participants related to the statistical tools and techniques in Research.

The session was enlightening and knowledge enhancing for the participants. Ms. Ritika Choudhary summed up the session by extending gratitude to the speaker of the day and thanked all the participants for joining the program.



Photo 3: Dr. Nilima Thakur talking about SPSS.

Day 4: Thursday 9th February 2023

The Day 4 of online FDP on Research Methodology and Statistics was on the topic entitled Case Study and Focus Group Interview Method. The online session was chaired by Prof. Dr. Neeraj Khattri, Dean, School of Journalism and Mass Communication, K.R Mangalam University and the expert speaker was Dr. Punitika Batra, Assistant Professor, Jagannath Institute of Management Studies, VasantKunj, New Delhi. The session was anchored by Ms. Aditi Agarwal, Assistant Professor of the department.

The session was started with the basic discussion of qualitative and quantitative research, the expert speaker explained all the concepts both the research approaches. The deep insight discussion of focus group interview was really informative in which the group size, kind of group composition, the duration of focus group interview, the kinds of groups, how to plan a focus group interview, a discussion on the advantages etc.. With examples, were explained in a simple manner. Dr. Batra, also explained all the aspects of Case Study Method, in which the usage of case study method, features of the method, its functions, strengths, weaknesses and the process how to conduct case study method were very well explained.

At the end, the vote of thanks was by Dr. Sarina, Assistant Professor, School of Journalism and Mass Communication, K.R Mangalam University. Around 20 participants including, Faculty members and research scholar of the department participated in the online session of FDP, Day 4. It was really an informative, explanatory and enlightening session by the guest of the day.

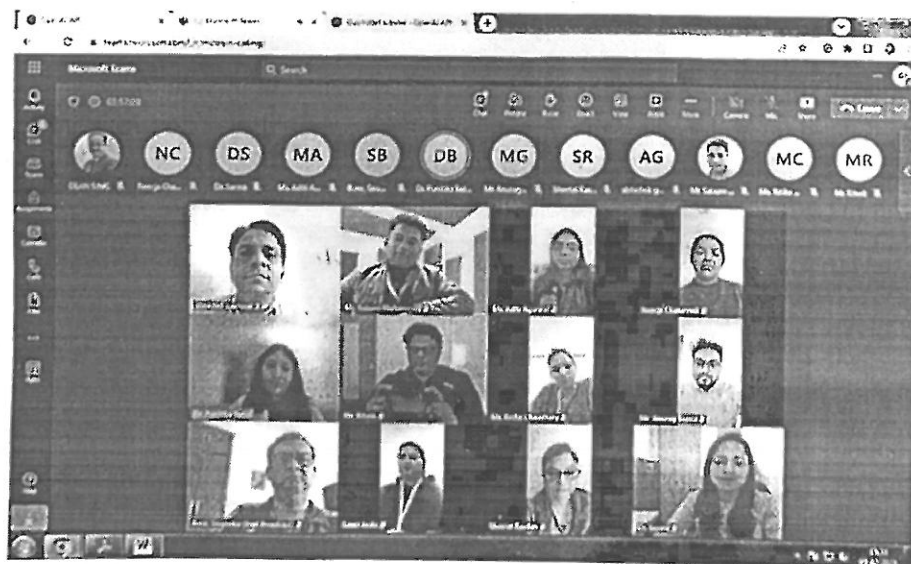


Photo 4: Dr. Punitika Batra talking about Focus group interview technique

Day 5: Friday 10th February 2023

The session was started with the commencement of the Faculty Development Program with the introductory speech by Dr. Sarina wherein she welcomed the resource person, Professor Dr. Manoj Dayal. The Dean of SJMC then welcomed the resource person.

Dr. Manoj Dayal started the session by talking about the basics of Statistical tools in Research.

Key points discussed in this FDP were:

- He emphasized on scientific temperament of research.

- He further talked about Media Metrics
- Tests used in Parametrics Media Research
- Tests used in Non-Parametrics Research
- Application of Media Research

After the lecture Participants asked various questions from Manoj Dayal Sir to which he replied in a detailed manner.

At the end Dr. Sarina invited Ms. Ritika Choudhary to give vote of Thanks to the resource person. Ritika mam then expressed gratitude to Dr. Manoj Dayal Sir.

After that Dr. Neeraj Khattri also thanked Dr. Manoj Dayal Sir for lending out his precious time and enlightening all the participants of this FDP.



Photo 5: Prof. Dr. Manoj Dayal talking about Stastical tools used in media research

Day 6: Saturday 11th February 2023

The session was started with the introductory speech by Ms. Gauri Joshi wherein she invited Dr. Sarina to present a report of past days of FDP. Dr. Sarina summed up the key issues discussed in five days of this Faculty Development Programme. Dr. Sarina then invited Professor Dr. Neeraj Khattri Dean, School of Journalism and Mass Communication to take over.

Dr. Khattri started the session with a motivating speech. He also appreciated faculty members for their contribution and talked about all the five days of this programme.

Ms. Sheetal then expressed gratitude for conducting this programme. She recalled the highlights of entire programme. Mr. Abhishek also expressed his happiness to be a part of this FDP.

Ms. Gauri Joshi then summed up the entire Faculty Development Programme and thanked Dr. Neeraj Khattri for his guidance. The programmed was then concluded with a group photo of all the participants.

Report prepared by	<i>Gauri Joshi</i> Ms. Gauri Joshi
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Annexure I: Feedback from
Annexure II: Attendance

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