

# REPORT

On

Online Faculty Development Program

On

"Research Methodology and Artificial  
Intelligence"

(27<sup>th</sup> May 2024 to 2<sup>nd</sup> June 2024)



K.R. Mangalam University  
Sohna, Gurugram  
Haryana-122103

## TABLE OF CONTENTS

Sr. No.	Contents	Page Number
	Introduction including topic	
2	Repopl of the Session Conducted (Session wise - Day wise)	2
3	Annexure I — Information Leaflet including collaborators (if any), Preamble, About the FDP, Registration Links and Important Dates)	13
4	Annexure II - List of Resource Persons and Organizers	14
5	Annexure III — Minute-to-Minute FDP Schedule	15
6	Annexure IV — Registration Form	16
7	Annexure V — List of Attendees	18
8	Annexure VI FDP Certificates	Attached
9	Annexure VII — Geotagged Photographs	19
10	Annexure VIII Feedback from participants	Attached



## REPORT ON ONLINE FACULTY DEVELOPMENT PROGRAMME ON "Research Methodology and Artificial Intelligence"

### 1. Introduction

The School of Journalism and Mass Communication, KRMU organized one week online Faculty Development Program on "Research Methodology and Artificial Intelligence" from 27<sup>th</sup> May, 2024 to 2<sup>nd</sup> June, 2024 through MS teams. Eminent academics and practitioners in the field of the respective area will lead the programme. All the faculty members and research scholars of School of Journalism and Mass Communication and faculty members from other Schools of KR Mangalam University participated in the program. Topics like data collection, analysis methods and use of AI tools in research process were covered in the program. The program aimed to empower faculty members to incorporate cutting-edge AI technologies into their research endeavours, enhancing the quality and impact of their scholarly work.

#### Programme Objective:

- To equip faculty members with comprehensive knowledge and understanding of research methodology principles and techniques, facilitating strong research design and execution.
- To equip faculty with advanced research methodology skills and AI knowledge for innovative scholarly pursuits.
- To enhance a collaborative environment for interdisciplinary research both traditional methods and AI techniques
- To empower faculty to lead the way in applying AI-driven methodologies to address complex research challenges.

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

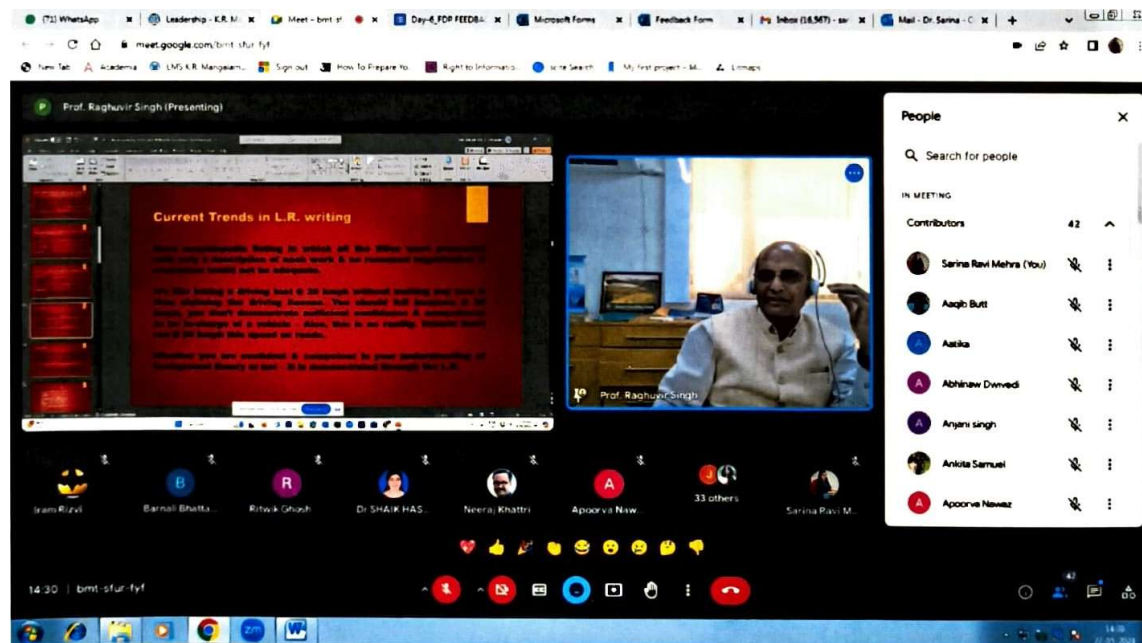
## Day 1: Monday, 27<sup>th</sup> May 2024

The School of Journalism and Mass Communication started One-week online "Faculty Development Programme on Research Methodology and Artificial Intelligence" from 27th May to June 1st, 2024. The event is aimed at providing knowledgeable insights on research and its emerging trends. The event commenced with a warm welcome by Dean SJMC, Professor Neeraj Khattri., Prof. Raghuvir Singh, Vice Chancellor KR Mangalam University inaugurated the FDP and took session on Theorising Research and Hypothesis testing. The participants from different universities also participated in the online FDP and gained valuable insights on different aspects of Hypothesis testing and theory building. The enlightening session attracted a lot of questions and queries from participants and cleared a lot of doubts regarding several aspects of Research. The event was moderated by Dr. Sarina, Assistant professor, SJMC and Dr. Ritwik Ghosh delivered vote of thanks to all the participants and faculty members.

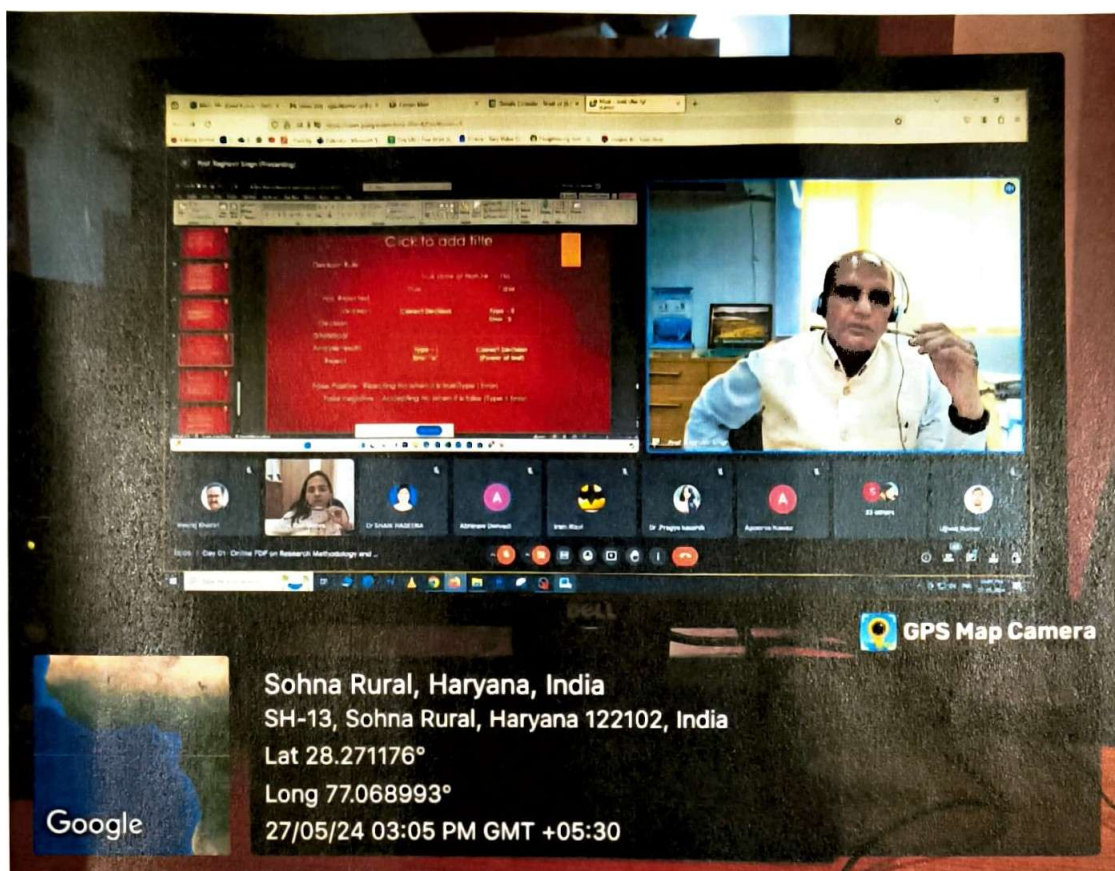
The programme also included interactive sessions, where participants were encouraged to engage with the speaker and ask questions related to the session. This provided an opportunity for the participants to seek guidance and advice on how to form hypothesis and write review of literature.

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.

Joining Link: <https://meet.google.com/bmt-sfur-fyf>



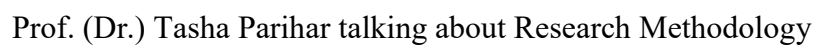
prof. Raghuvir Singh, Vice Chancellor KR Mangalam University taking the session on Theorising Research and Hypothesis testing.



## Day 2: Tuesday, 28<sup>th</sup> May 2024

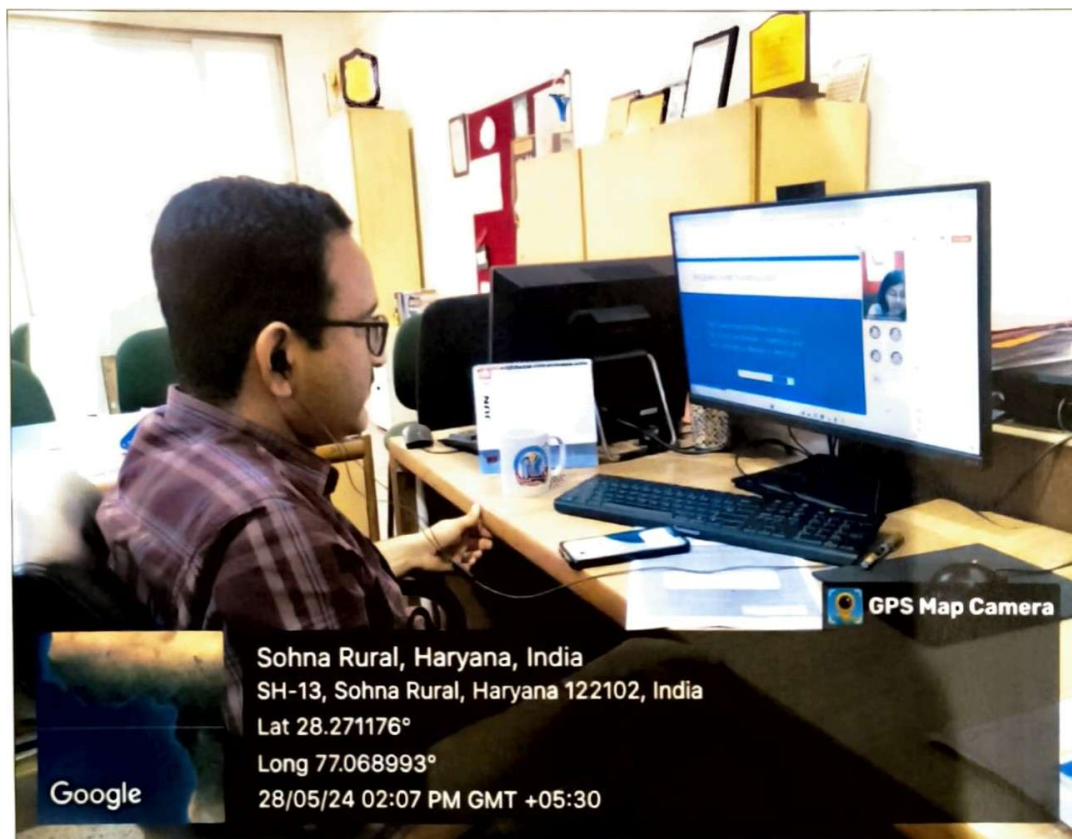
On Day 2 of the FDP on "Research Methodology Aided with AI," guest expert Dr. Tasha Singh Parihar, Professor, Galgotias University delved into the transformative impact of artificial intelligence on contemporary research practices. The event commenced with the warm welcome by Prof. Neeraj Khattri, Dean SJMC. Dr. Parihar began by outlining the fundamental principles of AI, emphasizing its applications in data analysis, predictive modelling, and automated literature review. She demonstrated how AI tools can significantly enhance research efficiency by streamlining data collection and processing. Dr. Parihar's interactive session included hands-on exercises, allowing attendees to experiment with AI software and tools relevant to their research domains. The day concluded with a lively Q&A segment, where Dr. Parihar addressed queries about ethical considerations and the future trajectory of AI in research. Overall, the session was insightful, equipping participants with advanced techniques to leverage AI in their scholarly pursuits. The event was coordinated by Dr. Sarina and the vote of thanks to all the participants and faculty members was delivered by Ms. Ritika Choudhary.

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Prof. (Dr.) Tasha Parihar talking about Research Methodology





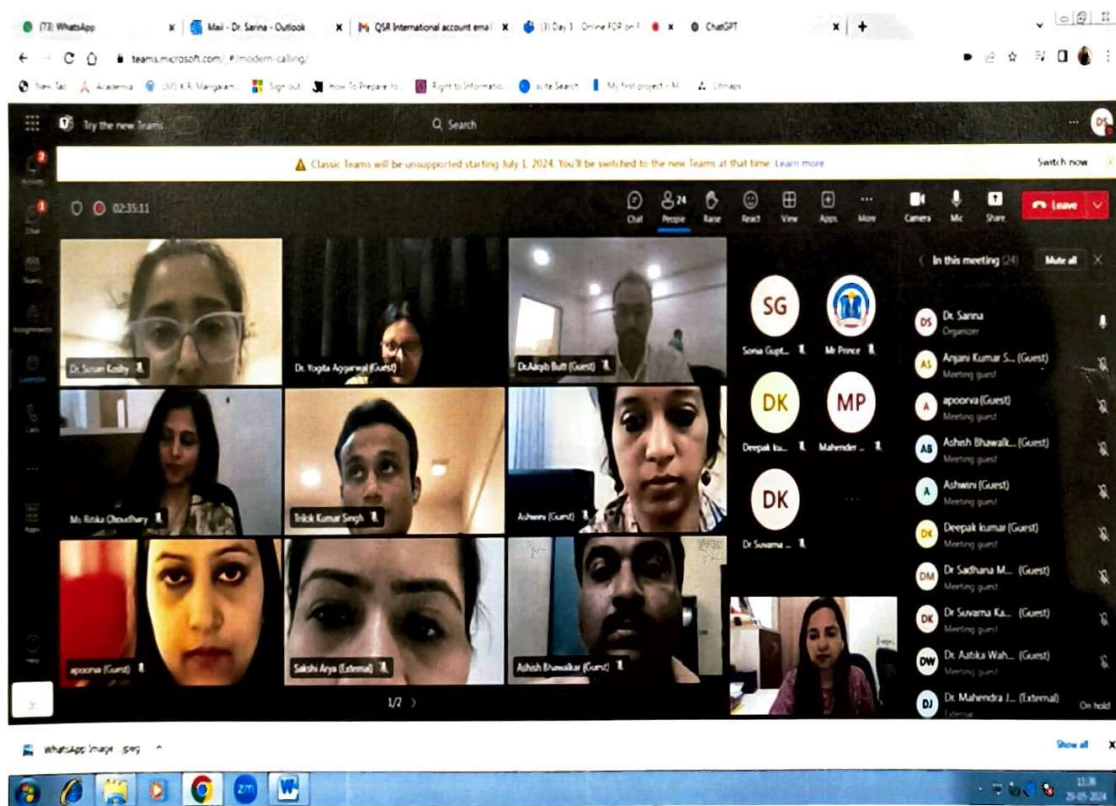
Day 3: Wednesday, 29<sup>th</sup> May 2024

Day 3 of the FDP on "Qualitative Analysis Software NVivo" was an engaging and enlightening session led by guest expert Dr. Yogita Aggarwal, Founder Director, Scholarsight.tech pvt.ltd.. The day commenced with a warm introduction by Dr. Neeraj Khattri, Dean SJMC, who highlighted the importance of qualitative

analysis in research and the growing need for sophisticated tools like NVivo to manage and analyze qualitative data. Dr. Aggarwal began her session with an overview of N Vivo, explaining its features and functionalities that support researchers in organizing and analyzing large volumes of unstructured data. She showcased practical examples of how N Vivo can be used to code qualitative data, create themes, and generate insights from interviews, focus groups, and textual data. Participants were given a hands-on tutorial, enabling them to navigate the software's interface, import data, and conduct preliminary analysis. Dr. Aggarwal also discussed best practices for ensuring data integrity and reliability in qualitative research, emphasizing the role of N Vivo in enhancing analytical rigor. The interactive nature of the session encouraged participants to ask questions and share their experiences, fostering a collaborative learning environment. The day concluded with a vote of thanks by Ms. Ritika Choudhary, who expressed gratitude to Dr. Aggarwal for her insightful presentation. The session on the respective topic provided valuable knowledge and practical skills, empowering researchers to leverage N Vivo for their qualitative research endeavours.

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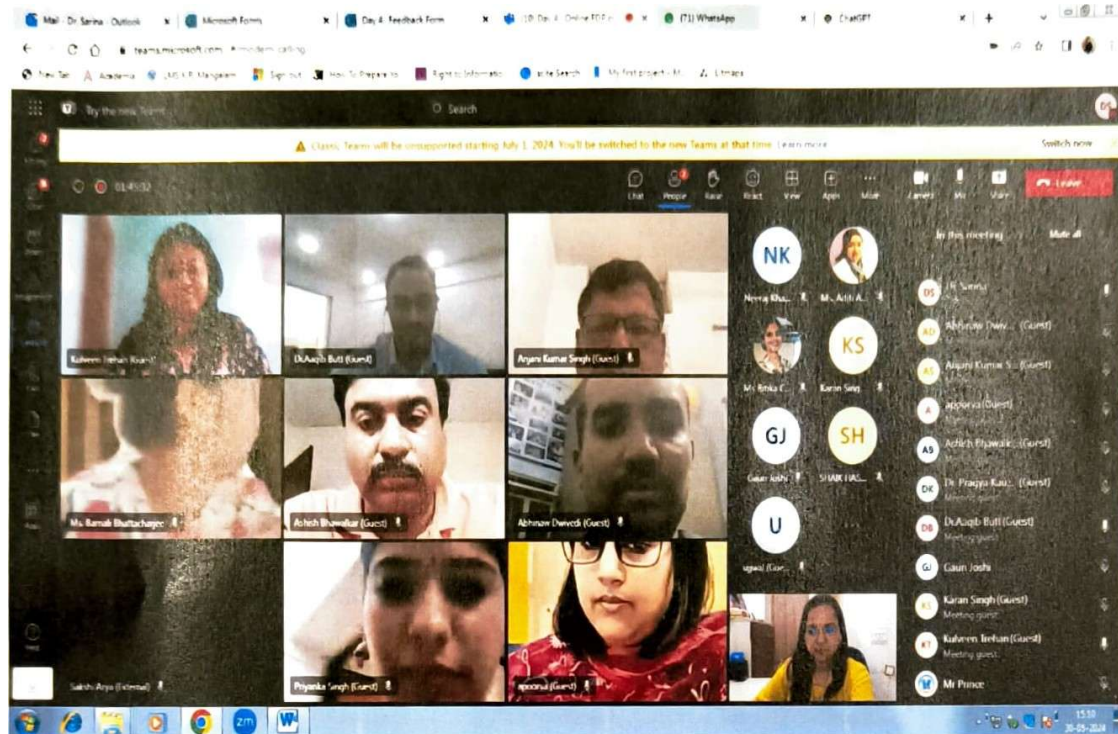


Day 4: Thursday, 30<sup>th</sup> May 2024

Day 4 of the Faculty Development Program (FDP) featured an enlightening session on "Mix Method Research" conducted by Dr. Kulveen Trehan, Assistant Professor, GGSIPU, New Delhi. The session began with a cordial welcome note from Dr. Neeraj Khattri, Dean of SJMC, who underscored the relevance and necessity of mixed method research in today's academic landscape and highlighting her significant contributions and expertise in the field. Dr. Trehan's session was both comprehensive and interactive, covering the fundamentals of mixed method research, including its design, implementation, and benefits. She provided practical examples



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and encouraged participant interaction, making the session highly engaging. The session was coordinated by Dr. Sarma and concluded with a vote of thanks by Dr. Aaqib Butt, who expressed sincere gratitude to Dr. Trehan for her insightful presentation and to the participants for their active involvement. The session was a valuable addition to the FDP, enhancing the participants' understanding of mixed method research.

Dr. Kulveen Trehan, leading the session on Mix-method research

## The *fall* of Quantitative and the Rise of Qualitative ? ( Media Research )


In Search of Numbers  
POV of the Researcher  
These days researches  
can be very distant  
Test Theories  
Structured approach  
Generalisation  
Sample

In search of Words  
POV of the Actors in the  
Social Setting  
Researches quite close to  
the individuals  
Theories are built  
Less Structured approach  
Contextual understanding  
Sample



Google

Sohna Rural, Haryana, India  
CANTEEN, KR MANGALAM UNIVERSITY, Sohna Rural, Haryana 122102, India  
Lat 28.27107°  
Long 77.069171°  
30/05/24 01:50 PM GMT +05:30

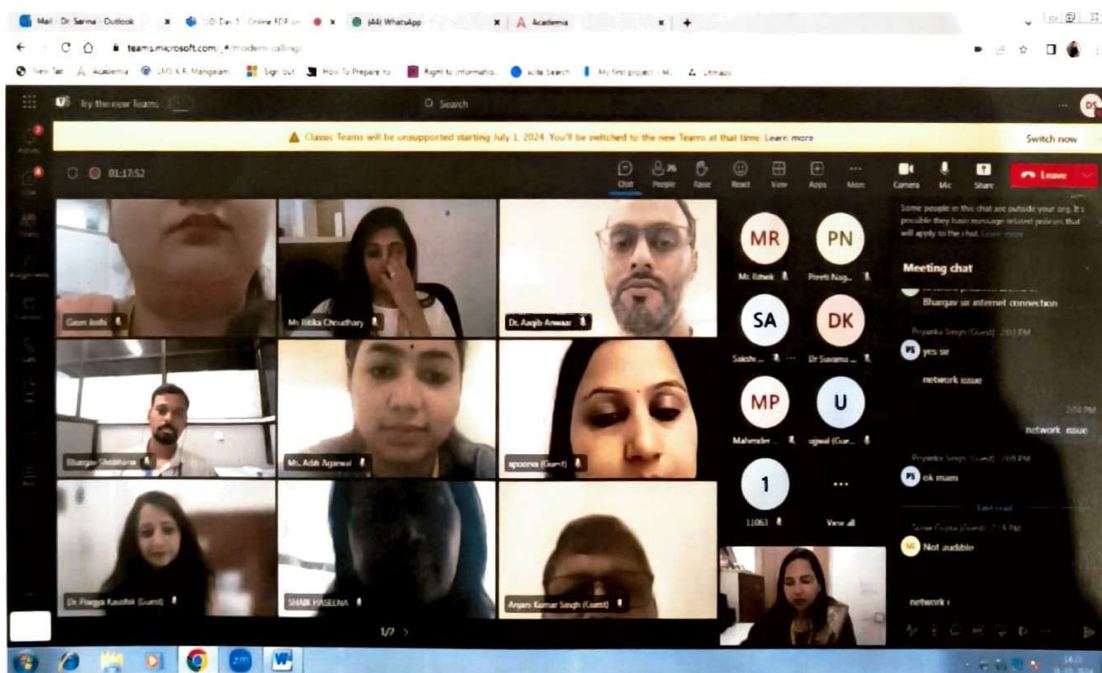
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Day 5: Friday, 31<sup>st</sup> May 2024

Day 5 of the FDP focused on the use of quantitative analysis software, specifically Origin Pro, with a session led by Dr. Bharghav Shobhna, Assistant Professor, C SPIT, Charusat, Gujarat. The day began with a warm welcome note from Dr. Ritwik Ghosh, Assistant Professor, SJMC, who emphasized the critical role of advanced software tools in modern research methodologies and introduced Dr. Shobhna, noting his extensive expertise in quantitative analysis and her contributions to the field. Dr. Shobhna delivered an in-depth and practical session on Origin Pro, demonstrating its powerful features for data analysis, visualization, and interpretation. He provided hands-on examples and guided participants through the software's various functionalities, ensuring a thorough understanding. The session was highly interactive, with participants actively engaging in discussions and practical exercises. The comprehensive insights offered by guest expert were well-received, making the session a significant enhancement to the FDP's overall objective of enriching research skills among faculty members.

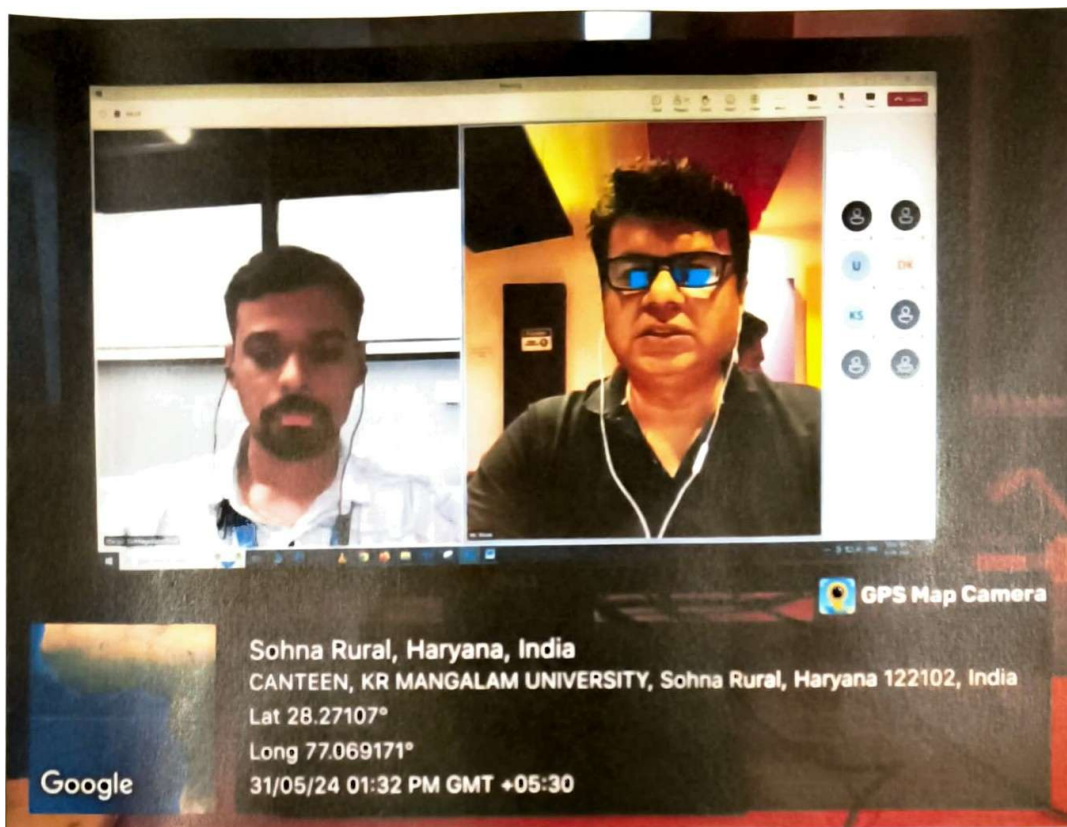
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[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_NGY3YjUxNzYtZWJiZC00MDZkLWI0MzItZjdmMDYzYWJjYzRi%40thread.v2/0?context=%7b%22Tid%22%3a%2238fd5a4b-955f-455a-9ad2-d2daa5a4e4d0%22%2c%22Oid%22%3a%22066d7486-333c-4708-a204-4982b0e5d273%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NGY3YjUxNzYtZWJiZC00MDZkLWI0MzItZjdmMDYzYWJjYzRi%40thread.v2/0?context=%7b%22Tid%22%3a%2238fd5a4b-955f-455a-9ad2-d2daa5a4e4d0%22%2c%22Oid%22%3a%22066d7486-333c-4708-a204-4982b0e5d273%22%7d)



Dr. Bharghav Shobhna, Assistant Professor, CSPIT, Charusat, Gujarat, leading the session



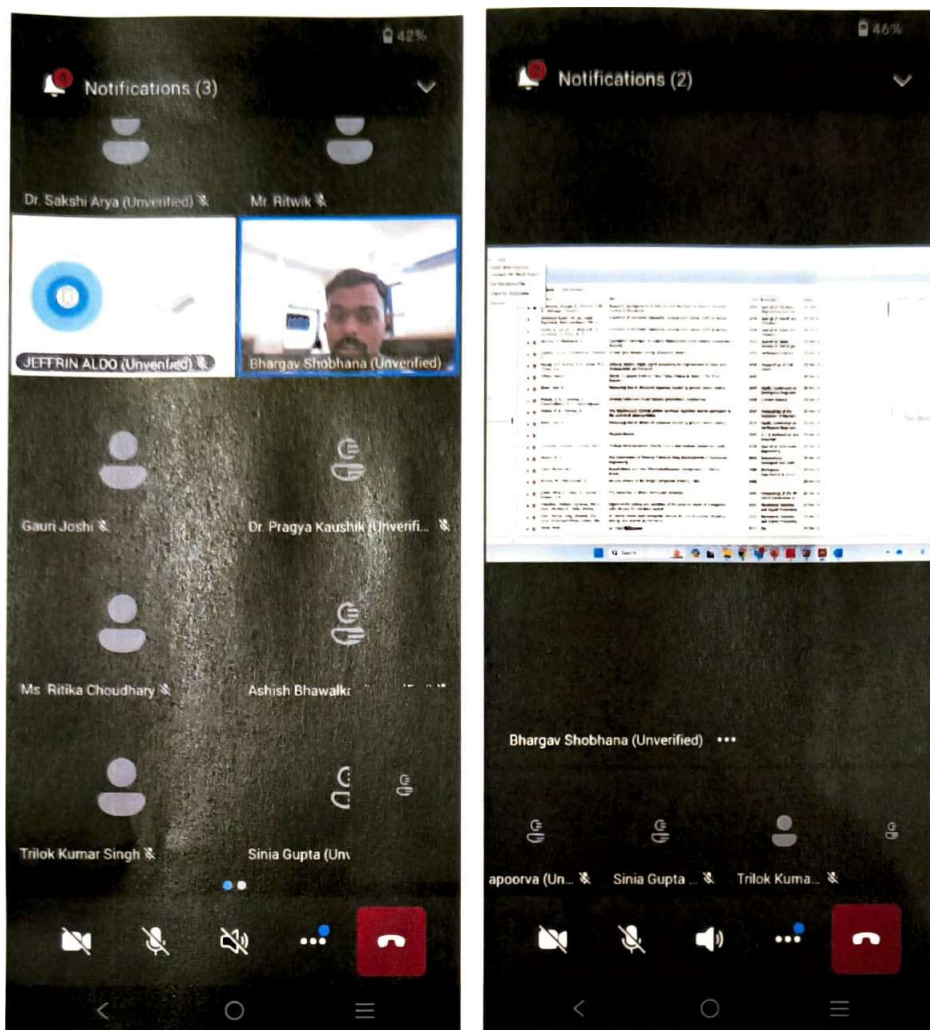


Day 6: Saturday. June 2024

Day 6 of the Faculty Development Program (11) on mastering referencing tools. featuring a session on Zotero and Mendeley by Dr. Bharghav Shobhna. The session commenced with a warm welcome from Dr. Rimik (Shobhna), who highlighted the importance of efficient referencing in academic writing and research, Shobhna. returning to lead another insightful session, I did a detailed of Zotero and Mendeley, two widely used reference management tools. He demonstrated their functionalities, including organizing research materials, generating citations, and creating bibliographies. His practical approach allowed participants to follow along and apply the tools in real-time, enhancing their understanding and skills. The session concluded with a vote of thanks by Mr. Trilok Kumar Singh. Teaching Assistant, SJMC who expressed appreciation for Dr. Shobhna's clear and thorough instruction. He also thanked the participants for their enthusiastic engagement. The session was a valuable addition to the FDP, equipping attendees with essential tools for efficient and effective referencing in their research work.

Joining Link : [https://teams.microsoft.com/join/19003ameeting\\_NftVNjYjU?threadId=38fd5a4b-9S5f-455a-9ad2d2daa5a4e4d00220022066d7486-333c4708-a204-4982b0e5d2730/Q22%7d](https://teams.microsoft.com/join/19003ameeting_NftVNjYjU?threadId=38fd5a4b-9S5f-455a-9ad2d2daa5a4e4d00220022066d7486-333c4708-a204-4982b0e5d2730/Q22%7d)





Dr. Bharghav Shobhna delivering the session on zotero and mendeley

Day 7: Sunday, 2<sup>nd</sup> June 2024

Day 7 of the FDP was dedicated to assessing the participants' understanding and knowledge gained throughout the sessions. An assessment comprising 25 questions was administered to all participants. The assessment was designed to evaluate the comprehensive grasp of the topics covered over the previous days, including Mix Method Research, Quantitative Analysis Software - Origin Pro, and Referencing Tools like Zotero and Mendeley, Hypothesis building, research methodology aided with AI and NVivo. The questions ranged from theoretical concepts to practical applications, ensuring a well-rounded evaluation of each participant's proficiency. The participants appreciated the opportunity to test their knowledge and the structured approach to reinforcing their learning experience.

Evaluation form link:

<https://docs.google.com/forms/d/e/1FAIpQLScA33Fb71JpgMPYXWTzN2za6z4NL9d0PYZT4VSNorXYdw99Jw/viewform?usp=sharing>

Final Result of FDP on Research Methodology and Artificial Intelligence— Evaluation Form  
(Evaluation Form Attached)

Total Marks SO

Name of the FDP Evaluation participants	Marks obtained
1 . Dr. Dinesh Kumar	40
2. Gauri Joshi	42
3. Karan Singh	46
4. Hemant Parashar	40
5. Prashant Panwar	34
6. SNEHA ANAND	36
7. Amit Kumar	38
8. Hemant Parashar	36
9. Dr. Afaq Ahmad	40
10. Archana Goyal	38
11 . Dr Suvarna Kambi	40
12. Dr.Moumita Chakraborty	44
13. Dr.Pramiti Roy	42
14. Dr Manju Rani	46
15. Abhinaw Kumar Dwivedi	40
16. Dr. Mahendra Kumar Jena	38
17. Trilok Singh	46
18. Jeffrin Aldo J	36
19. Pritha Misra	32
20. Dr. Nitish Yadav	44
21. Riya Sikdar	38
22. SNEHA ANAND	42
23. Dr.Ashish Bhawalkar	46
24. Dr.S.Haseena	46
25. Rajlaxmi Das	30
26. Sahil Dhall	42
27. Dr Iram Rizvi	44
28. Dr. Sonia Gupta	46
29. Anjani Kumar Singh	40

30. Mamta Shankar	40
31. Himani Shukla	38
32. Apoorva Nawaz	44
33. Dr. Pious Divya	42
34. Dr. Rajeev Singh	40
35. Dr. Prince	38
36. Dr. Nisha Singh	38
37. DR. SADHANA MUKHI	44
38. Dr. Aatika Waheed (PT)	46
39. Dr. Sakshi Arya	42
40. Barnali Bhattacharjee	42
41. MAHENDER PAL	32
42. Mansi Dewan	30
43. Dr. Sarina	48
44. Dr. Shashi Kapoor	48
45. Deepak Kumar	40
46. Dr. Deepak Kumar	46
47. Shweta Kumar	40
48. Sunny yadav	40
49. Ankita Samuel	38
50. Dr Pardeep kumar	42
51. Dr. Amar Saraswat	48
52. Ritika Mittal	40
53. Kangana Kansal	36
54. Dr. Aaqib Butt	
55. Dr. Ritwik Ghosh	48
56. Ms. Ritika Chaudhary	46
57. Dr. Susan Koshy	48
58. Ms. Aditi Aggarwal	44