

**Ten Days
“Research Methodology Workshop in Social
Sciences”**

Date: 30th July to 8th August, 2019.

A.K.Dasgupta Centre for Planning and Development, Visva-Bharati, is organizing Ten days Research Methodology Workshop in Social Sciences from 30th July to 8th August, 2019.

The Centre invites applications from research scholars and young faculty members from colleges, universities, who wish to deepen their understanding and enhance their skills in research work.

Applicants have to mail their soft copies of application mentioning their present status on or before 15th July, 2019. Applicants should mention their contact address, telephone number, email address and institutional affiliation. No-objection from Institution/Department Head is needed. Application must reach vbplanning46@gmail.com within due date. Registration fee: Rs.3700/-. TA and accommodation will not be provided to the participants.

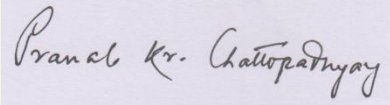
Registration Fees are to be paid online. Details of payment will be provided after selection. Participants will have to bring their own laptops. The participation in the programme will be on first come first serve basis.

Important Dates:

Last date for receiving application: 15th July, 2019.

Email for Correspondence:

vbplanning46@gmail.com



Prof. Pranab Kumar Chattopadhyay

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Visit website for information: www.akdcentrevisvabharati.org

Course Overview

Understanding Qualitative Research, Basic principle of qualitative research... integration with subjects like anthropology, sociology & psychology. When to use and how to use Quantitative and Qualitative data. Formulating research problems: qualitative vs quantitative methodologies-their rationale.

Module 2: Qualitative methodologies & its rationale: Focus Groups vs Depth Interviews. Ethnographic processes, Case study methodologies, Grounded theories

Variations in group settings: traditional, conflict, specialist, parallel, clinics, creative workshops

Ethnography and its uses

Broad methods of target selection and sampling

Module 3: Qualitative research typologies and exploration, Approaching different issues at different stages of product/service development cycle (Exploratory, Diagnostic, Evaluative researches)

Qualitative data collection process

Qualitative facilitation techniques

Data collection for actionable insights

Module 6: Emerging challenges of research: Fusion of qualitative & quantitative methods. Broad role of consultancy, New media scenario like Internet, mobiles and their impact on qualitative research

Data collection--limitations

Module 7: Qualitative data Analysis Techniques: Analysis techniques using software

Content Analysis using software, Data Interpretation and writing of reports