

Report

on

**National Workshop on Research Methods
for Media Researchers**

Organized by

**Department of Communication Research
Indian Institute of Mass Communication**

Aruna Asaf Ali Marg, JNU New Campus

New Delhi- 110067

Indian Institute of Mass communication

IIMC is a premier institute in the field of mass communication training and research. For more than four decades, since its inception in 1966, the institute has been actively engaged in fulfilling its major objective of catering to the ever growing training needs of communication professionals working in various media/publicity outfits of the central and state governments and public sector organizations. With a view to contributing towards a better understanding of different issues pertaining to mass communication and in order to make the personnel aware about the emerging techniques and sharpening their basic skills, the Institute has been organizing a variety of short term courses, workshops seminars and conferences. Till date the institute has organized close to 600 such courses with the participation of more than 12,000 persons from India and abroad.

Department of Communication Research (DECORE)

The Department of Communication Research is dedicated to creating a bridge between the academic and theoretical pursuit of topics and issues on mass media, health, traditional & new media etc and the pragmatic implementation of research tools and methodologies. The department focuses on systematic study of communication as an integral part of the Institute's academic pursuits. Being the premier in the field of mass communication, efforts are directed to analyse and understand the reach and impact of mass media and mass media communication. More than 160 research and evaluation studies have been undertaken on various subjects and themes on health, political elections, multimedia campaigns, social justice and empowerment, non conventional energy , film censorship etc The impact assessment of media campaign and activities of various media units of the Ministry of I&B are a constant feature of research activity.

The team of researchers include a academicians , faculty of IIMC, scholars, professional communicators, members of the media ,all collaborating together on research initiatives, educational offerings, and the establishment of standards and best practices.

Research Studies done in last 3 years

1. Evaluation of Radio Programme "Jeevan Hai Anmol ". sponsored by NACO
2. Evaluation of Multi media campaign on HIV/AIDS , sponsored by NACO
3. Impact and penetration of mass media in North East and J&K, by Ministry of I&B
4. Newspaper in the age of Internet; Current trends ; what lies in the future? Sponsored by Ministry of RRTD, M/o I&B
5. Viewer-ship of DD Direct or Doordarshan's DTH platform especially in N/E region. Sponsored by Ministry of RRTD, M/o I&B
6. Working of Indian news agencies w.r.t. Use of foreign content, utilization of funds received from foreign agencies etc. Sponsored by Ministry of RRTD, M/o I&B

The Research Reports can be accessed in IIMC Library.

Current Research Projects.

Design and Delivery of Song and Drama Programmes., Sponsored by song and Drama Division of M/o I&B.

There had been growing realization among media researchers and professionals for training programmes that would orient the emerging journalists, budding media researchers, teachers and other media enthusiasts towards the need to incorporate research in to their job profile. Journalists nowadays are urged to do more investigative reporting, readers demand more research based articles and features in newspapers and likewise with TV news based programmes, growing number of journals require more number of research based studies to publish and so on. These all aim at doing research the right way to make their work outcome more valuable and authentic.

Aims and Objectives of the Workshop

1. To develop understanding on right approach towards research design and methods.
2. To impart knowledge on qualitative and quantitative research methods.
3. To orient participants with softwares for analyzing quantitative and qualitative data.

The workshop was designed to orient the teachers, students undergoing thesis and dissertation, professionals working in research and media organizations etc.

Inauguration

The workshop began with the registration of the participants. The introductory speech by Dr. Gita Bamezai was followed by sharing of views and experiences with Prof. K.M. Srivastava and Prof. Raghavchari, Coordinator , Radio & TV Journalism . The participants introduced themselves along with the reason for enrolling for the workshop. Expectations of the participants were sought to facilitate learning.

1. The workshop laid equal emphasis on imparting knowledge and skills about various research methods as well as giving adequate exposure and practice on statistical softwares through group exercises.

Photo of inaugural session

The Important sessions on Research Methods

Introduction to Research
Research Methods for Media Researchers
Research Design and Quantitative Approach to Research
Communication and Media Research-Moving from Ignorance to Knowledge
Methods of Data Collection
Qualitative Approach to Research
Data analysis
Qualitative research approaches
Exposure to SPSS
Descriptive Statistics and Statistical Inference

Important sessions on imparting skills

Qualitative Research Exercise Session- I &II
Defining Variable, Data and Hypothesis
Introduction to Statistical Package
Data entry in SPSS and Validation of Data
Data Transformation in SPSS
Computer Exercises I &II
Descriptive Statistical Analysis with Nominal and Ordinal Scale Data Sets
Descriptive Statistical Analysis with Interval Scale Data Sets
Inferential Statistical Analysis (To find out relationship and to predict)
Qualitative Data Analysis : Analysis of text and visuals with the help of Software (Atlas ti)

Group Exercises with Tools for Data Analysis

Participants were provided with the data sets as example to be used for hands on training for analysis as well as learning material.

Qualitative Research Exercise Session
Understanding Variable, Data, and Hypothesis
Exposure to SPSS
Data entry in SPSS and Validation of Data
Data Transformation in SPSS
Descriptive Statistical Analysis with Nominal and Ordinal Scale Data Sets
Descriptive Statistical Analysis with Interval Scale Data Sets
Inferential Statistical Analysis (To get sense of differences between two or more than two groups)
Inferential Statistical Analysis (To find out relationship and to predict)
Qualitative Data Analysis with the help of Software (Atlas ti)
Content analysis of Newspaper on topics assigned to each group
How to conduct Focus Group discussion
Making Observations of FGD and recording participation of the Group.

Workshop Faculty

The generous inputs of the resource persons from different fields of research enabled participants to understand the qualitative and Quantitative analysis procedures. Their profound experience in their field of research helped unfold the steps in making research knowledge more user friendly and for routine application.

External Faculty:

Prof. P.M. Kulkarni: Professor, Centre for Study of Regional Development (CSR), School of Social sciences. Jawaharlal Nehru University, New Delhi.

Prof. P.P. Talwar: Chairman, Social Division, GFK-Mode, Former Head, Department of Demography and Bio Statistics, NIHF, New Delhi. Visiting Professor, School of Public Health, University of North Carolina, USA.

Dr. M. Vijaya Kumar: Executive Director, Research, DRS (Development Research Services Pvt. Ltd.) New Delhi.

In House Faculty:

Prof. Gita Bamezai: Head, Dept. of Communication Research.

CORE Team

This training workshop has been made possible with the effort of the CORE (*Communication Research*) team of IIMC under the able guidance of Dr Gita Bamezai and Retired Sri P.S. Manral. The researchers of CORE team have the experience of various research tasks involved in a research process such as preparation of research tools, field investigations, data analysis etc.

The CORE team includes Dr. Gita Bamezai, Sri. B. N Ambade, Ms. Anupriya Roy, Mr.Prashant Kesharwani, Babyrani Yumnam, Gaurav Bhatia, Ms. Shashi Chhetri and Ms. Saroj Bala Gupta.

We owe our thanks to the Guest Faculty for realizing this step to train the keen researchers towards more basic as well as elementary ways to analyse and interpret data in their respective fields.

Participants' Profile

Twenty three participants attended the workshop. They belonged to different streams and professions and thus formed a heterogeneous group. The heterogeneity of the group brought in many challenges in order to make the workshop more need based.

Group photo in computer lab

The computer laboratory of IIMC, installed with more than 30 computers was utilized for Practical Sessions and Group Exercises

Besides some being Students, the other participants represented the following organizations/ Institutions:

**International School of Business & Media, Kolkata,
Ch. Devi Lal University- Sirsa, Haryana
Brandesign Advertising company, New Delhi
EMPI Group of Institutions, New Delhi
BBC Hindi.com, New Delhi
Film & Television Institute of India, Pune
Amity University, NOIDA
CVoter News Pvt. Ltd., New Delhi
Anna University, Chennai, Tamil Nadu
Business World, ABP Pvt. Ltd., New Delhi
Pondicherry University, Pondicherry
Indian Agricultural Research Institute, Pusa
Kormoan Design Services, New Delhi
Institute of Home Economics, Delhi University
Times Now, News magazine, New Delhi
Observer Research Foundation, New Delhi**

Valedictory

To mark the completion of the training workshop, a valedictory session was presided by Smt. Stuti Kacker , Director, IIMC, Dr. Gita Bamezai, Prof. & Head, Dept. of Communication Research and Prof. Anand Pradhan , Coordinator, Hindi Journalism. Certificates were awarded to the participants. Experiences, Comments and Suggestions were invited from the participants during last session of the workshop on a Performa designed for this purpose.

Participants' Comments and Suggestions

It was a well planned workshop; it could have been of more duration.

At least 10 days duration to do justice with topics and hands on training.

My needs and expectations were satisfied, looking for more.

IIMC must conduct similar workshops on different media viz Radio, TV, electronic media and ICT

Workshop should be conducted for PR officials, particularly information officers. It would help people in media to interact better with numbers or and when released from govt. agencies/ dept.

I look forward to collaborating at various fronts with IIMC & with community of researchers with the help of IIMC's Decore team.

Group photo with Director

Outcomes of the Workshop

Training in any area of specialization has brought growth and development in both individual as well as the organization. Training whether theoretical or practical oriented leads to acquiring knowledge and skills, builds capacity and upgrades professional acumen. As expected by the trainer and the trainees/ participants, training had led to some difference.

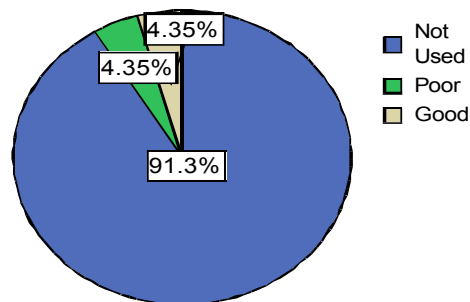
This workshop also saw some noticeable learning among the participants. The responses collected from the participants before and after the workshop have shown positive results.

Quantitative Data Analytical skills:

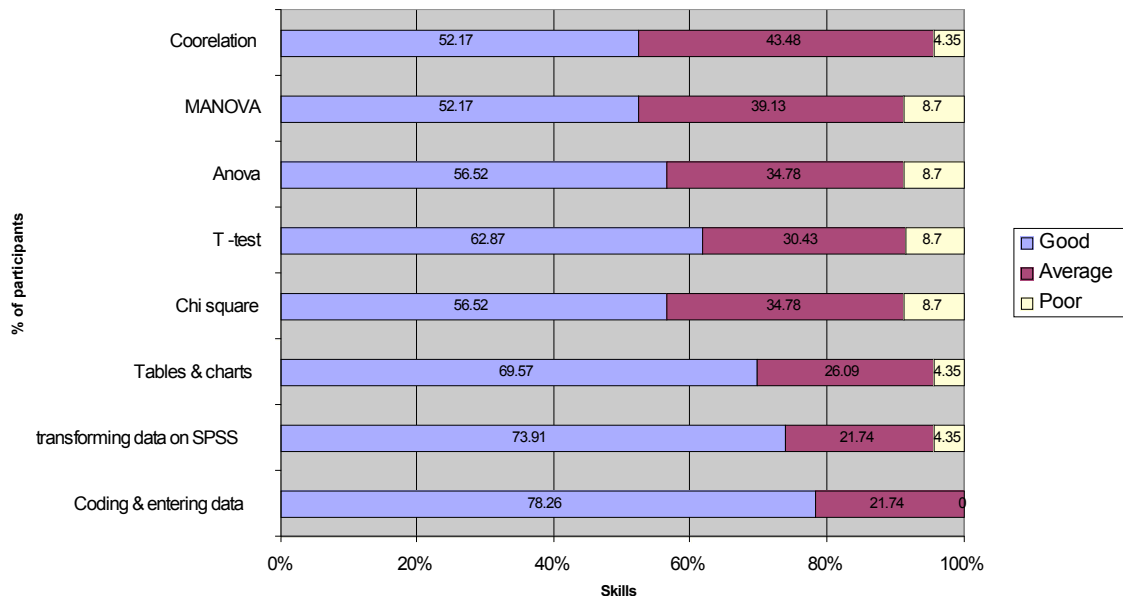
Thirteen out of 23 mentioned that they had not used any computer application earlier; however after training they rated their learning on various data operations. Their familiarity with the softwares of SPSS and Atlas ti was fairly low which improved considerably during the training.

Familiarity with SPSS before and after the workshop

Familiarity with SPSS

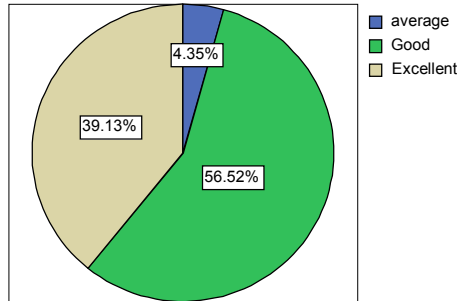


Participants own Rating on skills

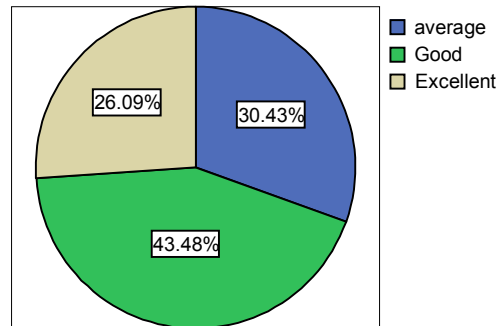


Qualitative Data Analytical skills: None of the participants had any knowledge of Atlas ti, software used for analyzing qualitative data. Sessions on ways to analyse qualitative data using computer software lead to more than 80% who self rated their own learning of the computer aided qualitative data analysis as “good”.

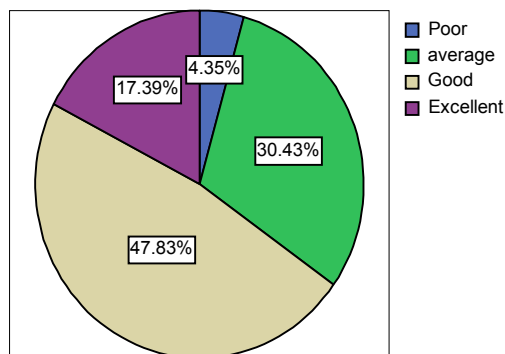
Focus Group Discussion



Narrative



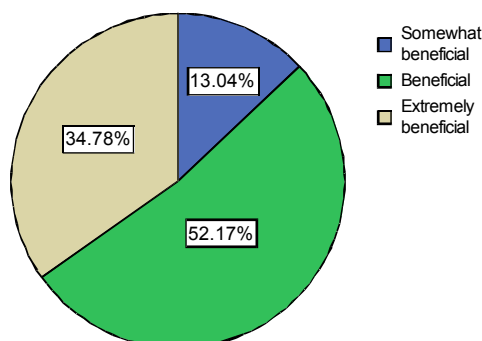
Computer-Aided Qualitative Data Analysis



General feedback of the Participants:

The participants expressed their feedback on the workshop in terms of its relevance to their area of work and the extent to which it has benefited them. The responses sought emerged a positive opinion about the training.

Was this workshop beneficial



How relevant were topics to your area of work

