

**NATIONAL WORKSHOP  
ON  
COMMUNICATION RESEARCH METHODS**

**7<sup>TH</sup> TO 12<sup>TH</sup> SEPT 2009**

**R  
E  
P  
O  
R  
T**



**INDIAN INSTITUTE OF MASS COMMUNICATION**

Aruna Asaf Ali Marg, JNU New Campus, New Delhi-110067

Ph. No. - 26741499, 26742920, 26742940, 26742337, 26744149

## The Workshop

There has been an increasing realization among media researchers and professionals of the need for specialized training programmes to orient budding journalists, media researchers, communication teachers and other media enthusiasts towards the need to incorporate analytical and research-based perspectives in their respective interest areas and work profiles. Journalists nowadays are urged to do more investigative, specialized and analytical reporting, while readers demand more evidence-based and well-informed articles and features in newspapers. Similarly, TV audiences have become more knowledgeable and hence more demanding about the content and quality of the programmes. The expanding field of media and communication is also witnessing a growing number of academic journals that require the publication of more research-based studies. All of these current trends in the field of media and communication studies require conducting of research in the right way to ensure rigor in communication and media studies as well as aim for inter-disciplinary flexibility.

### Aims and Objectives of the Workshop

1. To develop an understanding of the scientific approaches in developing research design and methods.
2. To impart knowledge on qualitative and quantitative research methods.
3. To orient participants with softwares for analyzing both quantitative and qualitative data.

The workshop was designed to orient the participating teachers, research scholars and professionals working in research and media organizations with these fundamentals of research and data analysis. The workshop started on an informal note with Dr. Gita Bamezai, Prof. K.M. Srivastava and Prof. Raghavchari sharing their views and experiences with the participants. The idea behind the informal setting was to make the participants comfortable about discussing and sharing their problems and shortcomings with research methods so as to enable an accurate assessment of their research experiences and expectations. Their expectations were then evaluated to design a learning format during the course of training best suited to their needs.

Workshop is in progress.....

1



2 & 3



4 & 5



1) Inauguration

2) Session on QDA by Guest Speaker

3) & 5) Exercise on Content Analysis

4) Practical Session in Computer Lab



**Participants with the Director IIMC, Smt. Stuti Kacker**

This learning module gave importance to acquiring basic knowledge and an understanding of types of research methods, their utility in conducting various types of studies. It also gave equal weightage to hands-on practice sessions of data analysis using statistical softwares. These sessions comprised of mainly group exercises, for both quantitative and qualitative data analysis.

## 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

## Sessions on Data Analysis

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

Participants were provided with selected data sets to be used as examples for hands-on training.

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.