

LEVERAGING AI TOOLS FOR SOCIAL SCIENCE RESEARCH

Organized by Research Department of Commerce and Management Studies, in Collaboration with Internal Quality Assurance Cell (IQAC)

Coordinator: Dr. Sefiya KM

Workshop Dates: 26th, 29th, 30th, and 31st May 2023

Introduction:

The four-day workshop on "Leveraging AI Tools for Social Science Research" organized by the Research Department of Commerce and Management Studies in collaboration with IQAC, MES Asmabi College, P. Vemballur, proved to be a significant and enriching experience for the participating the M.Com students. The workshop aimed to equip the students with essential skills and knowledge in utilizing AI tools for various stages of social science research.

Workshop Sessions:

Day 1:

Session 1: Introduction to Research by Thahasin N P: The workshop commenced with an insightful session on the fundamentals of research conducted by Thahasin N P. The session provided a solid foundation for the participants, outlining the key principles and methodologies involved in the research process.

Session 2: Finding Relevant Literature by Celin Difna C A: Celin Difna C A delved into the art of literature review, emphasizing the importance of identifying and accessing relevant literature. Participants gained practical insights into efficient literature search strategies.

Day 2:

Session 1: Reading Literature using AI by Bharathan Syam: Bharathan Syam introduced the participants to innovative ways of leveraging AI tools for literature review. The session explored advanced techniques for efficient and comprehensive literature analysis through the application of AI in the process of writing a literature review. It provided hands-on experience in utilizing AI tools for effective content creation.

Day 3:

Session 1: Data Collection Software and Tools by Shilpa Sundaran: Shilpa Sundaran focused on the significance of data collection in social science research and introduced participants to various AI-powered tools for data gathering.

Session 2: Data Analysis and Writing Report by Janitha N P: Janitha N P provided practical insights into data analysis using AI tools and demonstrated how to effectively translate data into meaningful research reports.

Day 4:

Session 1: Referencing Software by Thansila M M: Thansila M M enlightened participants on the importance of proper referencing and showcased AI-driven tools to streamline the referencing process, ensuring academic integrity.

Session 2: Research Ethics & Plagiarism by Jaseel P H: The workshop concluded with a crucial session on research ethics and plagiarism by Jaseel P H, emphasizing the ethical considerations in utilizing AI tools and addressing the potential pitfalls of plagiarism.

COLLABORATIVE QUALITY INITIATIVES WITH DEPARTMENTS/CELLS AND OTHER INSTITUTIONS

Conclusion:

The workshop successfully bridged the gap between traditional research methods and modern AI applications in the field of social science. The participants not only gained theoretical knowledge but also acquired practical skills through interactive sessions and hands-on activities.




MES ASMABI COLLEGE
P.VEMBALLUR

RESEARCH DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
IN COLLABORATION WITH IQAC

FOUR DAYS WORKSHOP ON
LEVERAGING AI TOOLS FOR SOCIAL
SCIENCE RESEARCH

ORGANISING COMMITTEE

Prof. (Dr.) A Biju Principal	Dr. Shafeer P S IQAC Coordinator	Smt. Chithra P HoD Research Dept of Commerce
Dr. KP Sumedhan Director Management Studies	Dr. Sefiya KM Coordinator	

26, 29, 30
& 31
MAY
2023

Venue : Computer Lab
Time: 9.30 AM- 3.30 PM

Register at : <https://forms.gle/CgkZ5be7Ft9uYtAY8>

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PHOTOS OF THE SESSIONS

NATIONAL SEMINAR “LOCATING THE LEGENDS OF INDIA; HISTORY AND LITERATURE”

10th & 11th August 2022

Organised by IQAC, POLITICAL SCIENCE AND LANGUAGES

IQAC & Departments of History, Political Science and Languages of MES Asmabi college, Kodungallur conducted a two day national seminar on Locating the Legends of India; History and Literature in collaboration with Kerala State Higher Education council in the background of Azadika Amrit Mahotsav on 10th&11th August 2022.The seminar focussed on the theme the unsung legends and events in the Indian freedom struggle.

Day 1- August 10th.

Principal Dr A.Biju presided over the inaugural function. After the welcome speech by the seminar convener Balasubrahmanian uruniankuth, Dr. Hussain Randathani ,Chairman Mappila Kala Academy inaugurated the seminar. He remembered the unsung heroes and struggles of Dalits,tribals and mappilas in Indian independence. Indian freedom movement was an armed struggle where many lost their lives and everything in the struggle. After the inaugural talk Dr. M Vijayalekshmy ,former HoD, Manjeri NSS College delivered keynote address. In the key note speech, the speaker described the cosmopolitan nature of Kodungallur and the local cultural formation of P. Vemballur where our college is located. The vice principal Dr. Reena Mohamed, Vice Principal, Dr. Sumedhan KP, Self Financing Director and Dr. Amitha Bachan KH, NAAC Coordinator delivered felicitations. Dr Sanjeev Kumar proposed the vote of thanks.



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Academic session one was led by Dr. O.P. Salahudheen (HoD, MES Mampad College) He spoke on Chakkiparamban Kunjayisha Hajjuma & Mallu Hajjuma; unsung Heroines of Anti-Colonial Struggle in Malabar. Dr. Sakkeena MK delivered the vote of thanks.

Academic session two started with the welcome speech by Dr Jaisy David , The session was led by Dr. Rajesh Pambadi Assistant professor, Govt. college Kalpetta on freedom struggle ; the experience of Wayanad. Sri Krishnan Mankada, poet and writer discussed on the topic the legendary leader Mohammed Abdurahman Sahib. Smt. Nisha MD delivered vote of thanks.

Day two August 11th

Day two started with the welcome speech by Dr. Sanjeevkumar. Dr. Mohanan, Professor (Rtd.) CUSAT spoke on the freedom struggle and Hindi Literature.

Smt. Nisha MD delivered vote of thanks. Academic session started with welcome speech by Balasubrahmanian Uruniankuth. Mr. Saidali PP, Assistant professor Department of History Sadakuthulla Appa College, Thirunelveli, Tamil nadu spoke on the topic, The many meaning of freedom: Mappila approaches towards British Raj.

The academic session VI was introduced by Dr. Sananad C Sadanandan,

Dr. Sreejesh NP, Assistant professor, Department of Political Science spoke on Indian politics after independence. Dr. Jaisy David proposed the vote of thanks.

Dr. Amitha Bachan KH, presented a paper on Adivasi Struggle for land and resources. Then Swaliha research scholar, presented a paper on Muslim Women freedom fighters of Malabar. Three students from English Department Shabnam Sakiya P S, Shahana mol A and Mohammed Shahim K S presented research papers. Dr. Safiya , Assistant professor commerce department chaired the session.

Valedictory session started at 3pm with the welcome speech of Balasubrahmanian Uruniankuth. Dr. Reena Muhammed, Vice Principal inaugurated the function. Students presented their feedback. Vote of thanks was delivered by Dr. Sakkeena MK. The programme ended with the national anthem

INTERNATIONAL WEBINAR ON “ARABIC LANGUAGE LEARNING: NEW APPROACHES AND METHODS”

DEPARTMENT OF ARABIC AND IQAC

Arabic Department conducted an International webinar on “Arabic Language Learning: New Approaches and Methods” on 19/3/2021 at 7:30pm. Principal Dr A Biju inaugurated the programme and Dr. Sabique MK, Head Department of Arabic , MES Mampad College (Autonomous) was the moderator . Three resource persons, Prof. Muhammed Noor Al Nimir , Prof. Emra Kaya , Prof. Sumeyya Angay from Adyaman University , Turkey presented their papers. Smt Sakkeena MK, Head, Department of Arabic, MES Asmabi College delivered welcome speech and Dr Shafeer , IQAC Coordinator delivered vote of thanks.

ONE-DAY SEMINAR ON MEDIA, DEMOCRACY & 75 YEARS OF FREEDOM

**Department of Political Science & IQAC, MES Asmabi College
in association with
Institute of Parliamentary Affairs, Govt. of Kerala
Thiruvananthapuram**

**Friday, 11th November 2022 @ Seminar hall
Programme**

Registration- 9-9.30 am

Inaugural ceremony- 9.30 am

Welcome	- Dr Sanand Sadanandan, HoD, Political Science
Presidential address	- Dr A Biju, Principal
Inauguration	- Sri E T Taison Master, MLA, Kaipamangalam Constituency
Key note address	- Dr Sebastian Paul, Media critic
Plenary 1	- Sri N Madhavankutty, Former Resident Editor, The Indian Express
Address by the Secretary	- Adv. Navas Kattakath
Address by the chairman	- Sri Aspin Asharaf
Felicitation	- Dr Reena Mohamed, Vice Principal -Dr Jiji Paul, District Coordinator, Forum for Democracy & Social Justice
Vote of Thanks	- Dr Amitha P Mani, IQAC Jt Coordinator

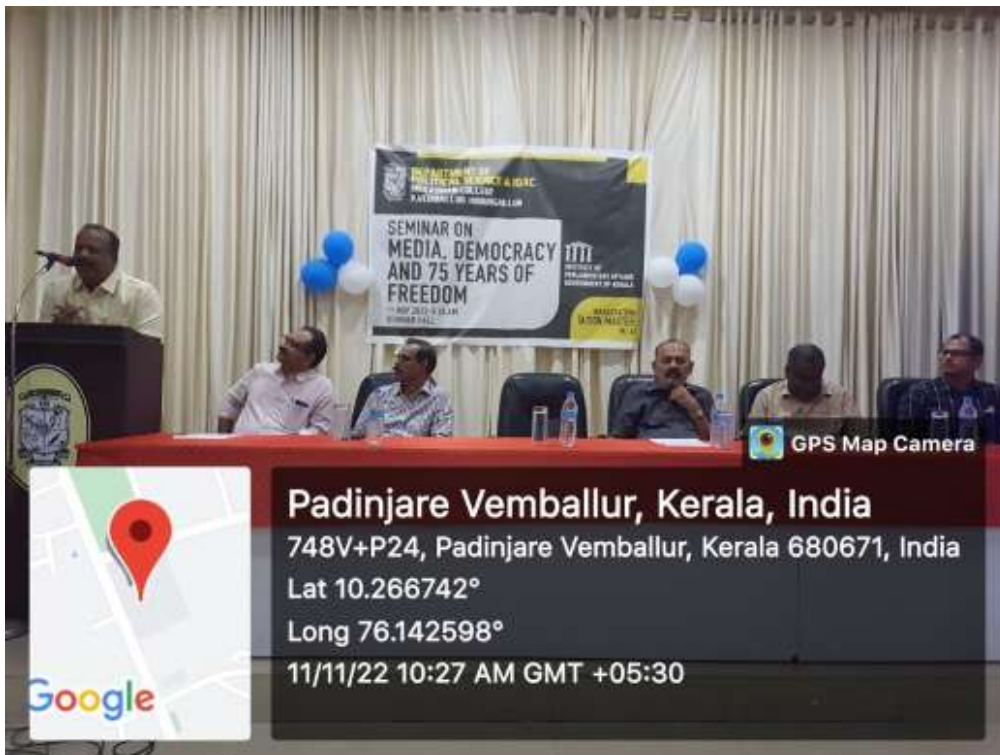
Inaugural address- Sri E T Taison Master, MLA, Kaipamangalam Constituency

The seminar was inaugurated by Sri E T Taison Master, MLA of Kaipamangalam constituency. He appreciated the organising team for selecting such a relevant topic for the seminar. He focussed on the need for credibility and transparency in mass media especially when the country is celebrating 75 years of freedom.

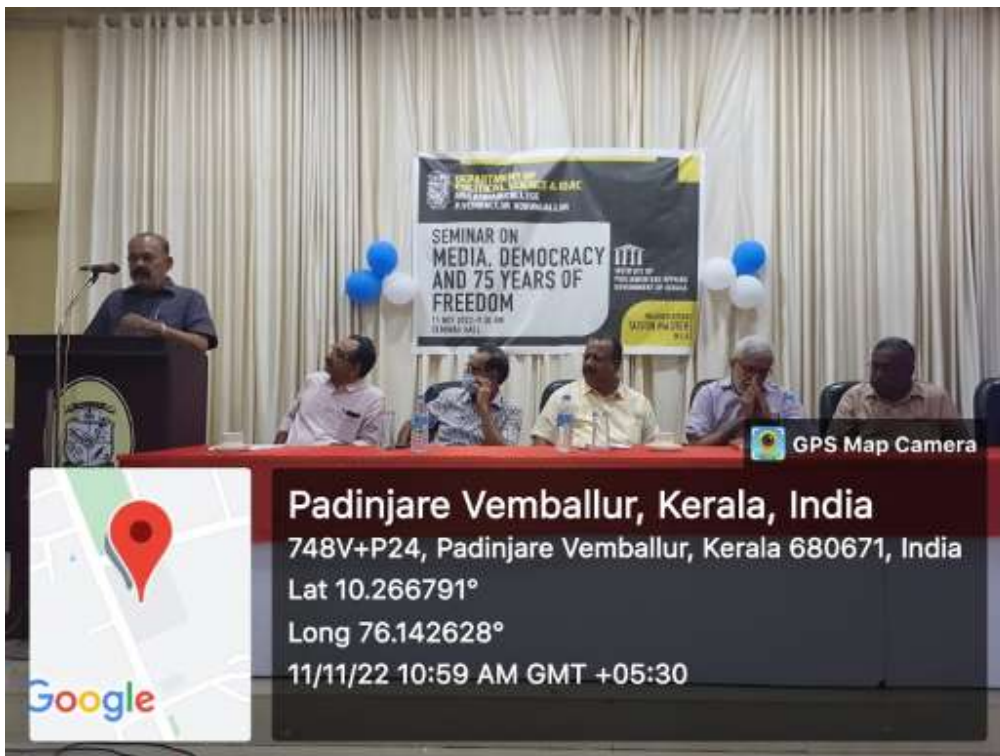
Key note address- Dr Sebastian Paul, Media critic

Dr Sebastian Paul started his oratory by narrating the history of print media. He explained the terms in the preamble of the constitution and highlighted the fact that freedom of expression is the foundation of democracy. He illustrated a few instances of his travels and elaborated on how India become the largest democracy in the world.

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Inaugural Address- Sri E T Taison Master, MLA

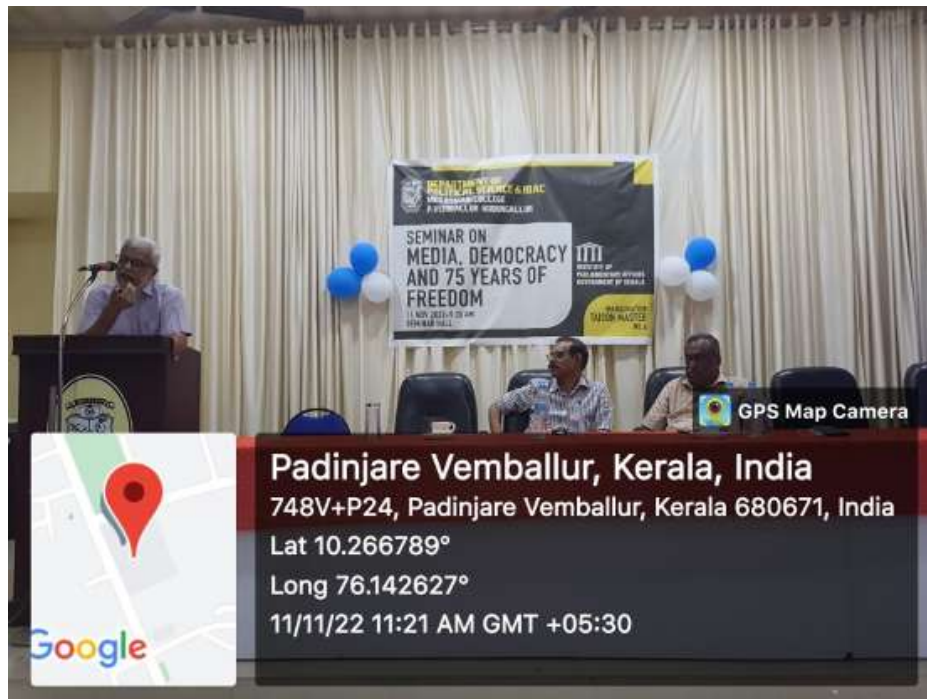


Keynote Address- Dr Sebastian Paul, Media Critic

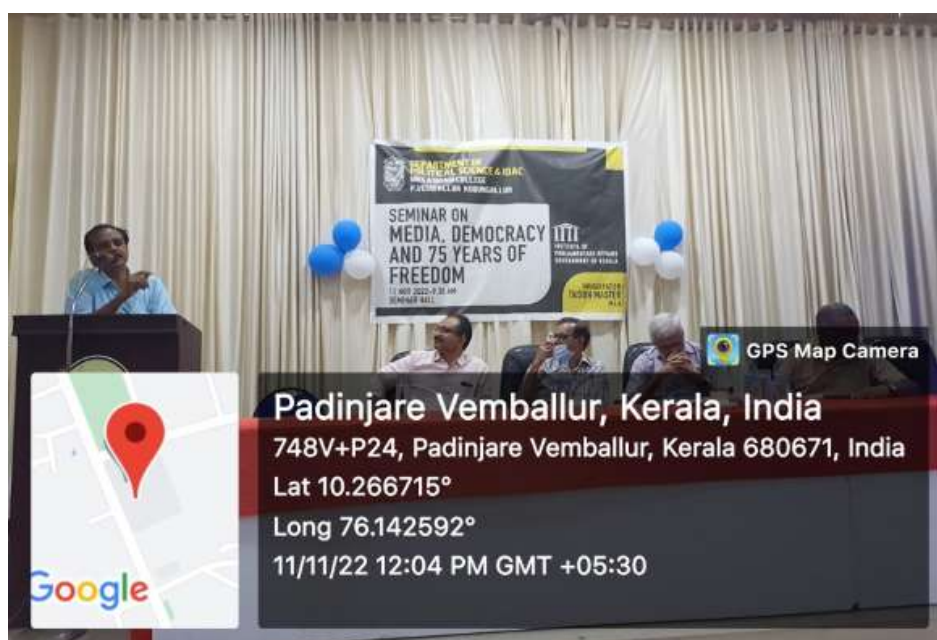
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Technical session- I Sri N Madhavankutty, Former resident editor, The Indian Express

Dr N Madhavankutty explained the key words of the seminar title and spoke about how the mass media never reported many crucial issues. When the missing Kashmiri children were not reported and investigated it is the failure of democracy. He gave the advice that students as responsible future citizens should have awareness about the contemporary happenings of the society.



Sri N Madhavankutty, Former Resident Editor, The Indian Express



Dr Jiji Paul, District Coordinator, Forum for Democracy Social Justice

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Session II- Paper presentations-I

Welcome - Anjali K S, I MA English

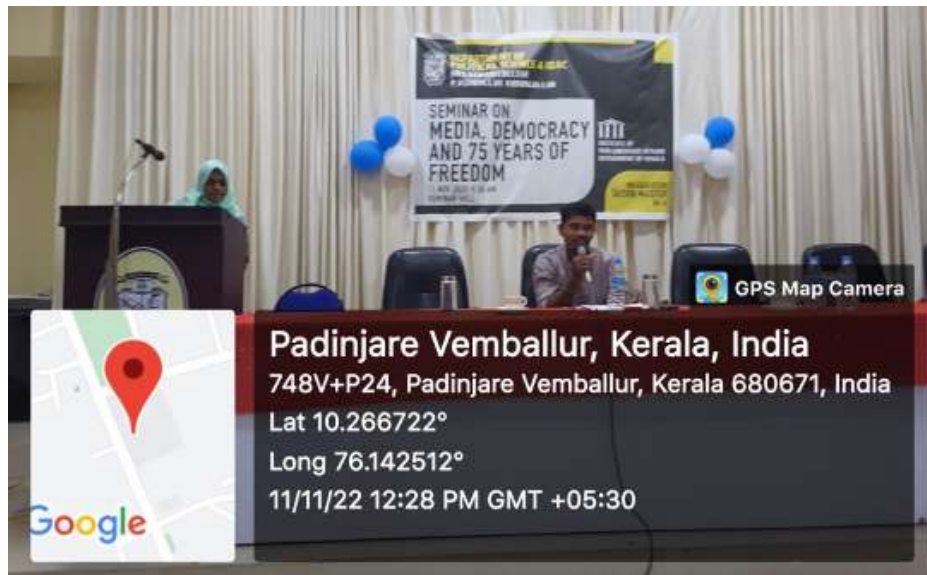
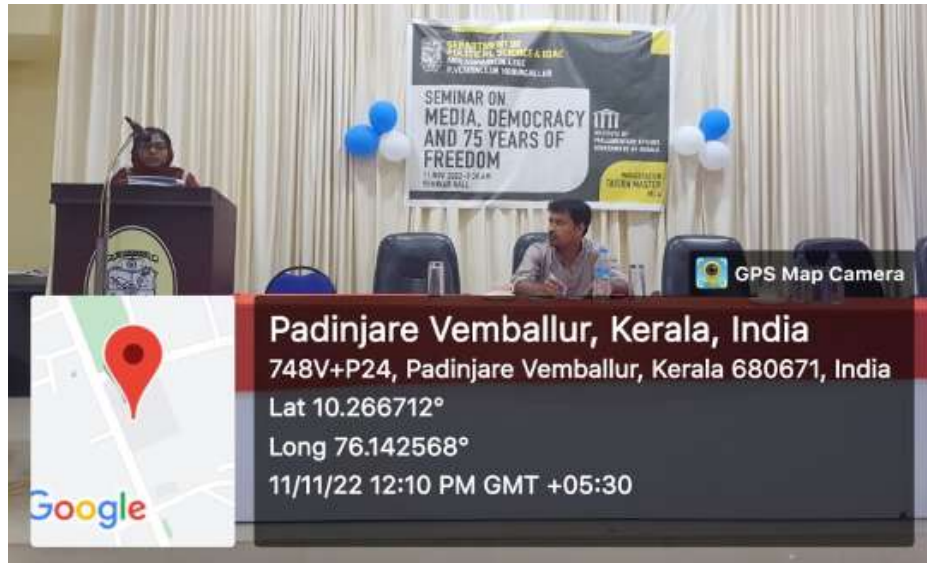
Chair - Dr Binoj Jose, HoD, Political Science, Prajoti Niketan College, Pudukad

Vote of thanks - Asna T A, I MA English

Schedule of paper presentations- 1

Sl No.	Name of the Presenter	Title of the paper
1	<u>Thasleema C N</u> , Independent Researcher	Indian Media in the Emergency Period and the History of Press Censorship in India
2	<u>Ashna K Asok</u> , Research scholar in Comparative Literature in English and Foreign Languages University, Hyderabad.	The Politics of Portrayal: Analyzing the trajectory of Caste Discourses in <u>Social media</u> .
3	Shabnam <u>Sakiya P S</u> , Research Scholar in English, MES <u>Asmabi College</u>	Suppressed Freedom; Media and Indian Democracy
4	<u>Athmaja M</u> , III BA English, Christ College, <u>Iringalakuda</u>	Facts or Emotions? - Defining the Future of New Media
5	Anjali Mohan, Research Scholar in Malayalam, KKTU College, <u>Pullut</u>	Malabar <u>Samarathinte Veendekkalukal:</u> <u>Navamadyamangalil</u>

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Paper presentations

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Session III- Plenary II

- Welcome-** -Thasni P J, I MA English
Resource person -Ms Sreeja Syam , News Editor, The Fourth
Vote of Thanks -Shahana Mol A. II MA English

Ms Sreeja Syam talked about the role of mass media in our democracy. She pictured mass media as a cross section of the society in which we live. She explained how the visual media is struggling to have an existence and it is impossible to stay deviated from the cliché discussions and other programmes. The session was very lively and the resource person interacted with the audience and answered all their questions and responded with apt and timely clarifications.

Session IV

Paper presentations- II

- Welcome-** Arya P A, I MA English
Chair - Dr Reena Mohamed, HoD, Department of English, MES Asmabi College
Vote of Thanks- Krishnanjana P, I MA English
Schedule of paper presentations- II

Sl No.	Name of the Presenter	Title of the paper
1	Nishana N M & Shahana Mol A II MA English, MES Asmabi College,	Is freedom of expression exploited or denied? – In Indian context
2	Sona Abraham, MA English, Mar Athanasius College, Kothamangalam	Food and its Manifestations in Contemporary Indian Films
3	Anupama K B & Fasma A, II MA English	Challenges Faced by Media People Amid Genuine Media Dissemination
4	Krishna Chandran M, I MA English, MES Asmabi College	Media <u>Interviews</u> : from Learnings to Earnings
5	Mohammed <u>Shahim</u> K S, II MA English	Influence of <u>Social Media</u> in Indian Politics

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Valedictory Session

Welcome - Ms Amritha M V, I MA English

Report of the seminar - Dr Amitha P Mani

Feedback

Certificate distribution

Vote of Thanks- Dr Sanand Sadanandan, Seminar Coordinator

Mass Media has been free and almost independent throughout its history. This form of communication of information that reaches heterogeneous people through digital or published transmission channels that could build public opinion, persuade the public, circulate government policies, provide entertainment and promote political ideologies should obviously uphold ethics to the core. Media was an inevitable part of Indian freedom struggle since great freedom fighters like Gandhi made extensive use of media. Afterwards it became more active with the introduction of the print media. Indian media especially newspapers in vernacular medium was the very base of Indian social reform movement. Even after independence media continued to occupy a prominent place in our country. Some of the most popular news feeds continued to gain far-fetched popularity, even during the time of emergency media occupied an important position. In the post liberalised era with the advent of globalisation, privatisation and liberalisation external influences drastically affected our media. In spite of the growth of media industry and business turnover nowadays, the lack of quality, authenticity, reliability and diversity are some of the important issues faced.

The seminar's focus was on the role of media in the present scenario; it also emphasised how far it becomes propaganda of the government and the extent to which media plays a significant role in moulding democratic India. It is high time the unfair growth of media needs to be discussed, checked and prevented for a better future of the nation.

All the themes and subthemes of the seminar were dealt with during the technical sessions and paper presentations. Democratic media/Secular media, Free Media & Corporates/E-democracy, Fake news and Propaganda, Development and Media, Constitutional rights & Media, Subaltern space in media, Judiciary & Media, Post truth became the topic of discussion. The seminar got good feedback from the participants.

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