



M.E.S. ASMABI COLLEGE

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INTERNAL QUALITY ASSURANCE CELL M E S ASMABI COLLEGE, P. VEMBALLUR -680671

ACADEMIC REPORT OF WORKSHOP ON

"Basics of Qualitative Research - A Hands-on Experience"

HIGHLIGHTS:

Date: 30/4/2022

Total number of participants: 40

Resource Person: Dr Arunima K V , Faculty central university of Kerala

Overview of the Training Programme:

Basics of Qualitative Research - A Hands-on Experience organized by the Internal Quality Assurance Cell (IQAC). The workshop, conducted offline, aimed to provide participants with a comprehensive understanding of qualitative research methodologies and practical experience in applying these methods. Dr. Arunima KV, a highly experienced faculty member from the Central University of Kerala, served as the resource person, bringing her extensive expertise in research and academia to guide the workshop.

The workshop commenced with Welcome speech by Dr Shafeer P. S IQAC Coordinator, Principal Dr. A. Biju, felicitated the participants and speaker.

Session 1: Basic Overview of Qualitative Research

Time: 10:00 am - 11:15 am

The first session of the workshop, titled "Basic Overview of Qualitative Research "laid the foundation for understanding the essentials of qualitative research. Dr. Arunima KV delivered a comprehensive overview, focusing on the following key aspects.

Participants were introduced to the qualitative research approach, which relies on gathering non-numerical data from sources such as interviews, questionnaires, and observations. This approach allows researchers to explore the human experience and perception of various phenomena. Dr. Arunima highlighted the differences between quantitative and qualitative research methodologies, emphasizing the strengths and advantages of qualitative research in capturing the nuanced aspects of human behavior and understanding.

The session explored various types of qualitative research, including case studies, ethnography, phenomenology, and more. Participants gained insights into choosing the most suitable research approach for their projects. Dr. Arunima discussed the different research paradigms that influence qualitative research, including positivism and interpretive, helping participants align their research with the appropriate paradigm.

Session 2: Research Design for Qualitative Research & Data Collection Methods

Time: 11:30 am - 1:00 pm

In the second session, titled "Research Design for Qualitative Research & Data Collection Methods," participants delved into the practical aspects of conducting qualitative research. Dr. Arunima KV covered the following areas

This segment provided insights into the critical process of designing a qualitative research study, including selecting research questions and employing appropriate sampling techniques. The session addressed the various methods for collecting qualitative data, such as interviews, focus groups, participant observation, and more and discussed the processes involved in conducting these methods effectively.

Session 3: Reliability and Validity of Qualitative Data

Time: 2:00 pm - 3:15 pm

The third session of the workshop, "Reliability and Validity of Qualitative Data," focused on ensuring the trustworthiness of qualitative research

Participants learned about strategies and techniques to maintain the reliability and validity of their qualitative research results. This included discussions on how to minimize bias and errors in data collection and analysis. This section provided an introduction to manual data analysis techniques, such as coding and thematic analysis, which are essential for gaining meaningful insights from qualitative data.s

Session 4: Data Analysis, Interpretation, and Reporting

Time: 3:30 pm - 4:45 pm

The final session, "Data Analysis, Interpretation, and Reporting," guided participants through the process of analyzing, interpreting, and reporting qualitative research findings.

Participants learned the necessary steps to transcribe and condense qualitative data, making it suitable for analysis. This phase is crucial for ensuring the data's accessibility and usability. Dr. Arunima elaborated on content analysis and thematic mapping as methods to extract meaning from qualitative data. These techniques enable researchers to identify patterns, trends, and insights within their data

The event concluded with a heartfelt vote of thanks delivered by Dr.Sanandh C Sadhanandakumar (Joint Coordinator, IQAC). In his speech, Dr.Sanandh expressed gratitude to all the Participants.

"Basics of Qualitative Research - A Hands-on Experience" workshop organized by IQAC, MES Asmabi College and facilitated by Dr. Arunima KV provided participants with a thorough understanding of qualitative research methodologies. The structured sessions and practical exercises ensured that attendees gained valuable insights and skills they could apply to their own research projects, enhancing the quality of their work in academia and industry.

MES ASMABI COLLEGE
P. Vemballur, Kodungallur, Thrissur, Kerala

INTERNAL QUALITY ASSURANCE CELL (IQAC)
Organizes
**A WORKSHOP ON
BASICS OF QUALITATIVE RESEARCH -
A HANDS ON EXPERIENCE**

30 APRIL 2022

5 STEPS TO CREATING QUALITATIVE STUDY

- #1 Create a Proposed Layout with Objectives
- #2 Create an outline of questions to ask
- #3 Recruitment from your Community
- #4 Conducting the Research
- #5 Crunch the Data and present your report

About qualitative research and the workshop

Qualitative research relies on data obtained by the researcher from first-hand observation, interviews, questionnaires, focus groups, participant-observation, recordings made in natural settings, documents, case studies, and artifacts. The data are generally non-numerical. A good example of a qualitative research method would be unstructured interviews which generate qualitative data through the use of open questions. This allows the respondents to speak freely and in their own words. This aids the researcher in gaining a true feel of a person's perception of a circumstance. The workshop will give participants hands-on experience in a number of qualitative research methods in a simple and practical manner.

Mode of delivery: Offline

Venue: College Seminar Hall

Registration time: 9.30 am

Starting time: 9.45 am

Starting of sessions: 10 am



RESOURCE PERSON:

Dr. ARUNIMA K V

Faculty, Central University of Kerala

She completed Ph.D from Mangalore University and has over 13.5 years of experiences in industry, academics and research. Her primary areas of research interests are Quantitative Research, Qualitative Research, Bibliometrics, Knowledge Management, Online Retail, Education Management and Entrepreneurship. She is the reviewer of 3 Scopus Indexed Journals and has several research publications in various journals which are indexed in SCOPUS/WoS.

She was awarded the "Best paper of the track award" in the Indian Academy of Management (INDAM) Biennial Conference 2020 organized by IIM, Trichy.

Workshop contents

| Session | Session Title | Learning Outcomes | Duration |
|---------|--|--|----------------------|
| 1 | Basic Overview of Qualitative Research | <ul style="list-style-type: none">• Introduction to qualitative research• Quantitative vs. Qualitative research• Types of Qualitative research• Different types of Qualitative Research paradigms | 10.00 am to 11.15 am |
| 2 | Research Design for Qualitative Research & Data Collection Methods | <ul style="list-style-type: none">• The process of designing a qualitative study, Sampling Techniques• Different methods to collect qualitative data and process to conduct these methods | 11.30 am to 1.00 pm |
| | | Lunch Break | |
| 3 | Reliability, and Validity of Qualitative Data | <ul style="list-style-type: none">• Strategies to ensure reliability and validity of results in qualitative inquiry• Introduction to manual data analysis | 2.00 pm to 3.15 pm |
| 4 | Data Analysis, Interpretation and Reporting | <ul style="list-style-type: none">• Data transcription, Abstraction/Condensation• Content Analysis and Thematic Mapping• Reporting | 3.30 pm to 4.45pm |

Registration details:-

The fee for registration is Rs. 500/-. Send the registration fee to the number 9946228297 via Google Pay (Dr. Sanand C Sadanandakumar). Also, send a screenshot of the payment to the same number as Whatsapp. For payment-related inquiries, dial the same number. Refreshments and lunch are included in the registration fee. There will be no TA/DA. The workshop participants are requested to bring their laptop.

Registration Link: - <https://forms.gle/D6WPYqRHQ2twZFJM7>

Last date for registration: 28-04-2022 5 PM

Coordinators

Dr. Shafeer P S, Coordinator, IQAC - Mob: 9847250464
Dr. Amitha P Mani, Joint coordinator, IQAC- 9249724776
Dr. Sanand C Sadanandakumar, Joint coordinator, IQAC – 99462 28297
Dr. Jisha KC, Joint coordinator, IQAC – 98465 14038

Dr. Biju A
Principal



