Workshop
on
'Qualitative Research Methods'

IQAC in collaboration with Centre of Excellence, Guru Gobind Singh College of Commerce, University of Delhi conducted a workshop on 'Qualitative Research Methods' on 16th September, 2022. Professor H K Dangi, Professor, Department of Commerce, University of Delhi served as the resource person to conduct the session.

Prof Dangi took an intriguing session on the use of qualitative research methods. He provided a practical guide to use the software NVIVO and engaged the audience in a hands-on session. Qualitative research methods have attained centre stage in providing description of complex phenomena, tracking unexpected events and throwing light on experiences of people with varying points of view. With the ever-expanding usage of social media; likes, dislikes, comments, shares, upvotes etc., qualitative research methods offer powerful tools to help the user find the story in randomly spread data. Professor Dangi covered Thematic analysis, Sentiment analysis and Content Analysis in the study of Qualitative Research Methods. While Thematic analysis uncovers the underlying themes; sentiment analysis, as the name suggests, helps to find the positive or negative feeling that actors in a situation possess and express. The polarity and intensity of the 'sentiment' can be gauged through this analysis. Content analysis can be carried out by word cloud, tree map or clustering analysis.

A group of 20 faculty members attended the session. They eagerly learnt and applied the concepts during the session. Interaction between the resource person and participants was highly positive; in fact, Prof Dangi was highly appreciative of the audience response and was kept busy by the onslaught of questions that kept pouring long after the session was over.

Thirst for knowledge, not quenched, instead fired up after witnessing this session.