



A major strength of the qualitative approach is the depth to which explorations are conducted and descriptions are written, usually resulting in sufficient details for the reader to grasp the idiosyncrasies of the situation.

—Michael D Myers

Resource Person:

Prof. Kumar Ravi Priya
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Psychology
Department of Humanities and
Social Sciences
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Kanpur*

THREE-DAY WORKSHOP ON METHODS, TECHNIQUES AND ANALYSIS OF QUALITATIVE RESEARCH

6–8 September, 2018

About IIIT

IIIT, a leading Engineering Institute was established in the year 2001 with the vision of becoming a center of excellence in the field of IT & related emerging areas of education, training and research comparable to the best in the world for producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management. The Institute offers Doctoral, Post-graduate as well as Undergraduate programs in the disciplines of Computer Science Engineering, Information Technology, Electronics & Communication, Biotechnology and Management.

Department of Humanities and Social Sciences
Jaypee Institute of Information Technology
Noida

Website: www.jiit.ac.in
Phone: 0120-2400973-976



Rationale of the Workshop

Qualitative Research provides an organized, systematic, efficient and in-depth evaluation of a research question that will not be proficiently handled through quantitative research. It provides some real insight to thoughtful research practitioners to explore finer nuances of qualitative techniques to enable them to become more sensitive researchers. It also allows them to gain deep understanding of various research topics using different methods of qualitative research such as direct observation, in-depth interviews and focus groups.

Workshop Objectives

The objectives of this workshop are:

1. To provide an overview of qualitative research design and its various steps in planning studies using qualitative methods
2. To learn various qualitative tools and understand their application for different types of research questions
3. To provide hands-on training in the applications of Atlas.ti/NVivo software
4. To understand different facets of writing

Workshop schedule

Date: 6 - 8 September, 2018
Time: 9 am to 4:30 pm
Venue: Jaypee Institute of Information Technology
A-10, Sector-62, Noida

Workshop Outline

Day 1	Overview of qualitative research Methods and techniques in qualitative research
Day 2	Generating qualitative data Qualitative data analysis – I
Day 3	Qualitative data analysis – II Writing qualitative research

Methodology

1. Interactive lecture sessions
2. Practical sessions
3. Hands-on experience of software

Target Audience and registration fees

Academicians : Rs 3000
Doctoral Students : Rs 1500

Fee includes:

- Certificate of participation
- Resource Material
- Lunch and refreshments

Demand Draft to be made in favour of "Jaypee Institute of Information Technology" payable at Noida, latest by 31 August, 2018 and sent to the following:

Dr. Badri Bajaj
Department of Humanities and Social Sciences
Jaypee Institute of Information Technology
A-10, Sector-62, Noida – 201309

For online payment bank details are:
IDBI Bank Ltd Sector 18 Noida
IFSC Code: IBKL0000109
Account Number: 109102000007436

(Limited seats – First Come First Served)

Workshop Convener:

Prof. Alka Sharma, Dean and Head
Department of Humanities and
Social Sciences

Co-ordinators:

Dr. Badri Bajaj (9350162694)
Dr. Santosh Dev (9811816579)
Dr. Santoshi Sengupta
Ms. Puneet Pannu



REGISTRATION FORM
THREE-DAY WORKSHOP ON METHODS, TECHNIQUES AND ANALYSIS OF
QUALITATIVE RESEARCH
6-8 September, 2018

Name of the participant (in capital letters)	
Gender	
Designation	
Institution Affiliation	
Correspondence Address	
Email	
Demand Draft No./Online Transaction ID	
Bank Name	
Amount	
Date of drawing DD/Online payment	
Area of Expertise/Research Area Interest	
Signature of Participant	

Please send scanned and hard copy of filled registration form and Demand Draft by 31 August, 2018 to :
Dr. Badri Bajaj
Department of Humanities & Social Sciences
Jaypee Institute of Information Technology
A-10, Sector -62, Noida -201309
badri.bajaj@jiit.ac.in

