

Report on
Workshop on Research Methodology
Data Collection & Content Analysis
26 & 27 May 2023



Organised by
Internal Quality Assurance Cell,
Govt Post Graduate College
Berinag Pithoragarh
SSJ Almora University Uttarakhand



WORKSHOP ON



RESEARCH METHODOLOGY

Dated: 26th and 27th May 2023

Data Collection & Content Analysis



Speaker

Dr. Ashish Anshu

Assistant Professor Sociology

**Govt. Degree College, Ganai Gangoli,
Uttarakhand**

Organized By:
IQAC

Govt. P.G. College Berinag, Uttarakhand



CHIEF PATRON

Hon'ble Dr. Dhan Singh Rawat

Minister of Higher Education, Govt. of
Uttarakhand



PATRON

Dr. C.D. Suntha

Director,
Higher Education, Govt.
of Uttarakhand



PATRON

Dr. P.C. Mathpal

Principal,
Govt. P.G. College
Berinag, Uttarakhand

Google meet link: <https://meet.google.com/mui-pwjuv-app>

Date: 26th May 2023 Time: 1:00PM onwards

Date: 27th May 2023 Time: 1:00 PM onwards

NO REGISTRATION FEE

**E-Certificate will be provided to all candidates who will attend
the workshop**

All students, Research Scholars & faculty members are
cordially invited.

P.G. College BERINAG

The workshop was organized by Internal Quality Assurance Cell, Govt Post Graduate College Berinag Pithoragarh on Research Methodology

Registration

Around 60 participants, comprising of Faculty and Researchers from the Higher Education Institutions participated in the programme.

First Day (26-05-2023)

Welcome of Speaker & Participants

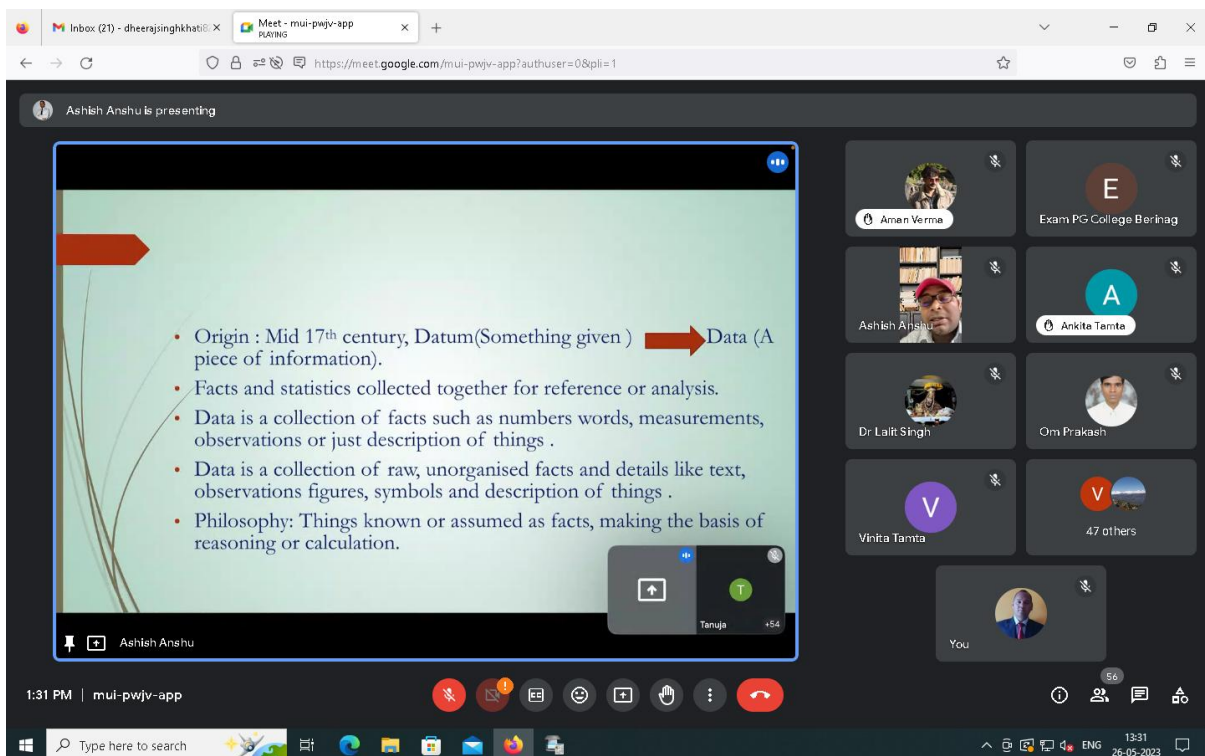
Dr. D. S. Khati, organising secretary/Coordinator IQAC, GPGC Berinag welcomed Dr. Ashish Anshu, Assistant Professor Sociology, Govt Degree College Ganai Gangoli the Speaker of the workshop alongwith all the Faculty member and Research Scholars.

Theme of workshop

- Theme of the workshop was based on content analysis and data collection and Editing.
- Content analysis has evolved into a methods of research that promise to yield all kinds of verbal, pictorial, symbolic and communication data.
- Beyond the technique's initially journalistic roots, the past century has witnessed the migration of content analysis into various fields and the clarification of many methodological issues.
- Content analysis is today growing exponentially in research due to widespread use of computers for all kinds of text processing.
- Data is a collection of facts such as numbers words, measurements, observations or just description of things .
- Data is a collection of raw, unorganised facts and details like text, observations figures, symbols and description of things .

First Technical Session

- ▶ The first technical session begins in which Dr. Ashish Anshu discussed about Data Collection and Editing. He begins with the origin of Data collection and its history with its facts and history. He discussed the characteristics of data and their types including primary and secondary data. Methods of collecting primary data was also discussed including observation, Questionnaire, Schedules, Interview, Field Research and many more. He discussed the Major types of questionnaire: Close – ended questionnaire, Open Ended questionnaire and combined questionnaire. Methods of collecting secondary data were also discussed. Data gathered or recorded by someone else prior to and for a purpose other than the current project. Data those are already available. Data which have already been collected and analysed by someone. Sources of secondary data along with the procedure of editing primary and secondary data were also discussed. With this discussion the session was ended with participants several queries.



The screenshot shows a Google Meet interface. The main window displays a presentation slide with the following content:

- Origin : Mid 17th century, Datum(Something given) → Data (A piece of information).
- Facts and statistics collected together for reference or analysis.
- Data is a collection of facts such as numbers words, measurements, observations or just description of things .
- Data is a collection of raw, unorganised facts and details like text, observations figures, symbols and description of things .
- Philosophy: Things known or assumed as facts, making the basis of reasoning or calculation.

The slide also features a red arrow pointing from the text 'Datum(Something given)' to 'Data (A piece of information)'. The Meet interface includes a grid of participant avatars on the right, a toolbar at the bottom, and a Windows taskbar at the very bottom. The time shown is 1:31 PM on 26-05-2023.

Windows taskbar: Fwd: data collection - dheeraj... Meet - mui-pwjv-app PLAYING
 Browser: https://meet.google.com/mui-pwjv-app?authuser=0&pli=1

Ashish Anshu is presenting

Major types of questionnaire :

- Close-ended questionnaire** • Used in quantitative research (MCQ, YES/NO)
- Open-ended questionnaire** • Used in qualitative research
- Combined questionnaire** • Used in mixed research

Grid of participants:

- Ashish Anshu
- Exam PG College Berhag
- Dr. Balam singh Bisht
- Om Prakash
- Mamta Joshi
- Jyoti Pant
- Himanshu Joshi
- 33 others
- You

2:15 PM | mui-pwjv-app

Windows taskbar: Type here to search

Windows taskbar: Inbox (21) - dheerajsinghkhatri@... Meet - mui-pwjv-app PLAYING
 Browser: https://meet.google.com/mui-pwjv-app?authuser=0&pli=1

Ashish Anshu is presenting

Observation:

- Observation** : Observation becomes a scientific tool and the method of data collection for the researcher, when it serves a **formulated research purpose**, is **systematically planned and recorded** and is subjected to **checks and controls on validity and reliability**.
- Under the observation method, the information is sought by way of investigator's own direct observation without asking from the respondent.

Grid of participants:

- Aman Verma
- Exam PG College Berhag
- Ashish Anshu
- 46 others
- You

People

Search for people

1 raised hand

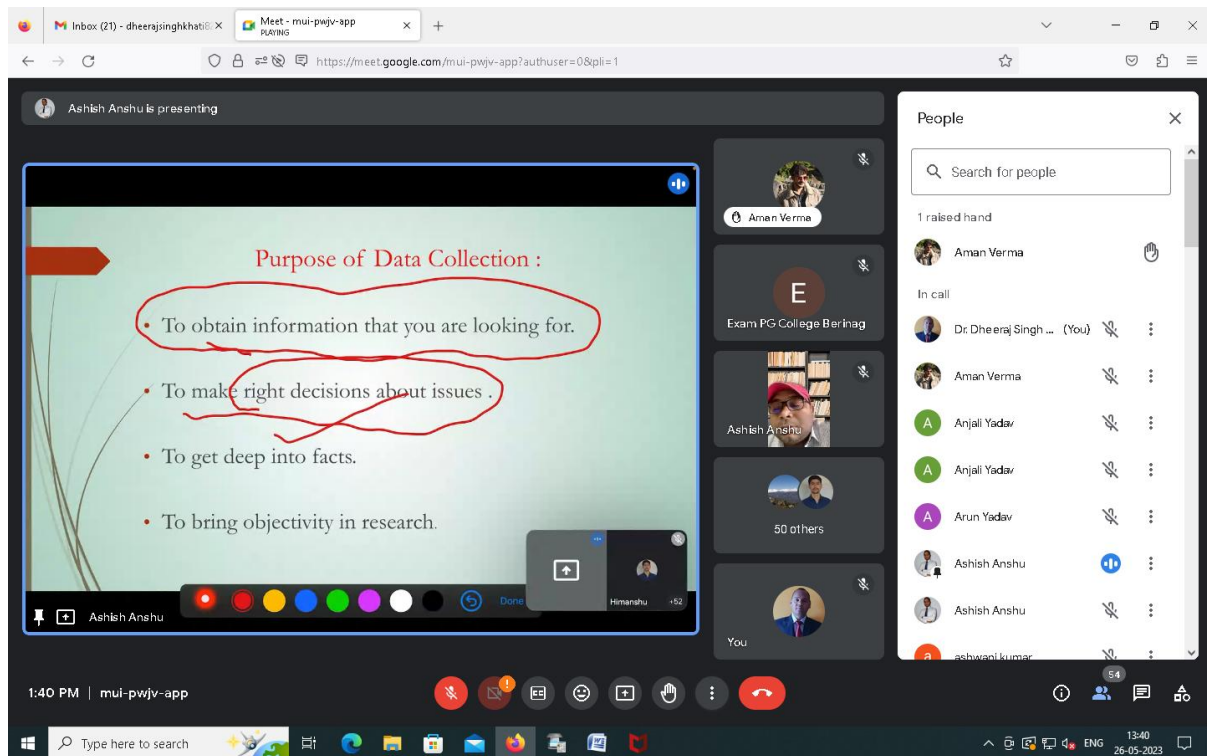
- Aman Verma

In call

- Dr. Dheeraj Singh... (You)
- Aman Verma
- Anjali Yadav
- Anjali Yadav
- Arun Yadav
- Ashish Anshu
- Ashish Anshu
- ashwani kumar

1:54 PM | mui-pwjv-app

Windows taskbar: Type here to search



Vote of thanks

The technical session was closed with vote of thanks proposed Dr. Dheeraj Singh Khati, Assistant Professor Political Science GPGC Berinag.

Second Day (27-05-2023)

Second Technical Session

- The second day started with the second technical session on “Content Analysis” by Dr. Ashish Anshu. The session started with a brief introduction about the historical roots of content analysis. The first integrated picture of content analysis provided by Berelson in 1952. Much of the content analysis literature has concentrated on manifest content. The elements are physically present and countable. An alternative is to also consider the latent content consisting of unobserved concepts that can not be measured directly but can be represented by one or more indicators. These two types of content are analogous to ‘surface’ and ‘deep’ structures of language and have their roots in Freud’s interpretation of dreams.

- Deductive approach was discussed by him : An approach to developing or confirming a theory that begins with abstract concept.
- Inductive approach was also discussed: An approach to develop or confirming a theory that begins with concrete empirical evidence.
- Types of content analysis were discussed including conceptual and relational analysis.
- Steps in content analysis were discussed: Choose the data sources, code data, developing categories, assess validity and reliability and analysis results.

The session ended with discussion by various participants and the speaker was successful in answering the various queries of the participants.

Vote of thanks : Dr. B. S. Bisht, Assistant Professor chemistry, GPGC Bering ended the session by giving votes of thanks.

The screenshot shows a Google Meet interface. The main window displays a presentation slide with the following text:

Research Methodology
 Content Analysis
 by
 Dr. Ashish Anshu
 Government Degree College Ganai Gangoli
 Pithoragarh-262532

On the right side of the screen, there is a grid of participant avatars. The participants listed are: mahipal kuttial, Pgccollege Bering, Dr. prakash mathpal, Vineeta Bankoti, Himanshu Punetha, Dr. Balam Singh Bisht, Dr. Pratibha Negi, and 29 others. At the bottom of the screen, the system tray shows the time as 1:24 PM on 27-05-2023, the language as ENG, and the battery level at 82%.

Inbox (21) - dheerajsinghkhatri Meet - mui-pwvjv-app PLAYING

https://meet.google.com/mui-pwvjv-app?authuser=0&pli=1

Ashish Anshu is presenting

Contemporary content analysis has three distinguishing characteristics.

- Empirically Grounded Method
- Exploratory in process
- Predictive or inferential in intent

Participants: mahipal kutiyal, Pgcollge Berinag, Dr. prakash mathpal, KRISHNA COMMERCE, Himanshu Punetha, kajal arya, prema gandey, 33 others, You.

1:34 PM | mui-pwvjv-app

Inbox (21) - dheerajsinghkhatri Meet - mui-pwvjv-app PLAYING

https://meet.google.com/mui-pwvjv-app?authuser=0&pli=1

Ashish Anshu is presenting

Content Analysis

- Texts have no objective, i.e. no reader-independent qualities. Regarding something as a message implies that someone is trying to make sense of it.
- Text do not have single meanings that could be 'found,' 'identified' and described for what they are. Texts can be read from numerous perspective.
- Meanings (Contents) speak to something other than the given text, even where convention suggests that message 'contain' them or texts 'have' them.
- Texts have meanings relative to particular contexts, discourses, or purposes.
- The nature of text demands that content and inferences from a body of texts to their

Participants: Exam PG-Collge Berinag, Himanshu Punetha, prema gandey, Pgcollge Berinag, kajal arya, mahipal kutiyal, paru rastogi, 34 others, You.

1:59 PM | mui-pwvjv-app

Press Report

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बेरीनाग राजकीय स्नातकोत्तर महाविद्यालय में आई. क्यू. ए. सी. के तत्वावधान में रिसर्च मेथोडोलॉजी विषय पर दो दिवसीय ऑनलाइन कार्यशाला का शुभारंभ।

May 27, 2023 Govind Chawla

Listen to this

बेरीनाग राजकीय स्नातकोत्तर महाविद्यालय में आई. क्यू. ए. सी. के तत्वावधान में रिसर्च मेथोडोलॉजी विषय पर दो दिवसीय ऑनलाइन कार्यशाला का शुभारंभ।



एनएचएल नेटवर्क।

बेरीनाग राजकीय स्नातकोत्तर महाविद्यालय में आई. क्यू. ए. सी. के तत्वावधान में रिसर्च मेथोडोलॉजी विषय पर प्रभारी प्राचार्य डा. एम. एस. कुटियाल की अध्यक्षता में दो दिवसीय ऑनलाइन कार्यशाला का शुभारंभ हुआ। कार्यशाला में मुख्य वक्ता डा. आशीष अंशु, असिस्टेंट प्रोफेसर, राजकीय डिग्री कॉलेज गणाई गंगोली रहे। रिसर्च मेथोडोलॉजी के विभिन्न पहलुओं पर प्रकाश डालते हुए डा. आशीष जी ने शोध कार्य हेतु डाटा की उपयोगिता, डाटा विश्लेषण आदि के विषय में व्यापक चर्चा कर विद्यार्थियों एवं शोधार्थियों का ज्ञानवर्धन किया। उन्होंने सुनियोजित शोध एवं शोध के प्रकार के विषय पर भी गहन व्याख्यान प्रस्तुत किया। कार्यशाला के आयोजक सचिव डा. धीरज सिंह खाती ने बताया कि यह कार्यशाला शोध की दृष्टि से शोधार्थियों एवं विद्यार्थियों के लिए अत्यंत लाभदायक सिद्ध होगी। कार्यशाला के अंत में डा. बी. एस. बिष्ट, असिस्टेंट प्रोफेसर, रसायन विज्ञान ने मुख्य वक्ता समेत समस्त प्रतिभागियों को धन्यवाद ज्ञापित किया। कार्यशाला का संचालन डा. लीलाधर मिश्र ने किया। कार्यशाला में महाविद्यालय के समस्त प्राध्यापक, शोधार्थी, विद्यार्थी तथा अन्य महाविद्यालयों के शोधार्थियों ने प्रतिभाग किया।

Organising Secretary/ Coordinator IQAC

Dr. D. S. Khati

Assistant Professor Political Science

Govt Post Graduate College Berinag

Principal

Govt Post Graduate College Berinag