



P.P.N. (P.G.) College, Kanpur

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3.2.2: Number of workshops/seminars/conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship (Session: 2021-22)

Webinar on Qualitative Research Method Current Trend

24.01.2022

Introduction:

Qualitative research methods play a crucial role in understanding complex social phenomena, and the Department of Sociology's Special Lecture aimed to explore the current trends in this dynamic field. Prof. A K Sharma, an eminent scholar from IIT Kanpur, brought a wealth of experience and expertise to the discussion.

Keynote Speaker - Prof. A K Sharma:

- 1. Introduction to Current Trends:** Prof. A K Sharma commenced the lecture by providing an insightful overview of the current trends in qualitative research methods. He emphasized the evolving nature of qualitative research in response to contemporary challenges and the need for researchers to adapt to new methodologies.
- 2. Integration of Technology:** Prof. Sharma delved into the integration of technology in qualitative research. He discussed how digital tools and software have revolutionized data collection, analysis, and visualization in qualitative studies. The lecture touched upon the benefits and challenges associated with incorporating technology into the qualitative research process.
- 3. Interdisciplinary Approaches:** The keynote speaker highlighted the growing importance of interdisciplinary approaches in qualitative research. Prof. A K Sharma discussed how researchers are increasingly drawing on insights from diverse fields, such as anthropology, psychology, and information technology, to enrich their qualitative studies.
- 4. Ethical Considerations:** Prof. Sharma addressed the ethical considerations inherent in qualitative research. He underscored the importance of ethical practices in maintaining the



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integrity of research findings and building trust with study participants. The discussion included real-world examples and practical strategies for navigating ethical challenges.

5. **Emergence of New Qualitative Methods:** The lecture explored the emergence of new qualitative research methods and methodologies. Prof. A K Sharma introduced attendees to innovative approaches and techniques that are gaining traction in the academic and research communities. This segment encouraged participants to stay abreast of evolving methodologies.

6. **Interactive Session and Q&A:** Following the keynote address, Prof. A K Sharma engaged in an interactive session with the audience. Participants had the opportunity to ask questions and seek clarification on various aspects of qualitative research methods. The Q&A session enriched the discourse by incorporating diverse perspectives and practical insights.

Conclusion:

Webinar on Qualitative Research Methods, organized by the Department of Sociology and featuring Prof. A K Sharma as the keynote speaker, proved to be an enriching experience for researchers, students, and academics alike. Prof. Sharma's comprehensive coverage of current trends, including the integration of technology, interdisciplinary approaches, ethical considerations, and emerging methodologies, provided valuable insights for those engaged in qualitative research. As the field continues to evolve, the lecture served as a catalyst for fostering a deeper understanding of the complexities and possibilities inherent in qualitative research methods.



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SPECIAL LECTURE
JOINTLY ORGANIZED BY
DEPT. OF PSYCHOLOGY & DEPT. OF SOCIOLOGY
P.P.N. (P.G.) COLLEGE, KANPUR (U.P.)

**TOPIC: QUALITATIVE RESEARCH METHOD
CURRENT TRENDS**

JAN 24, 2022 TIME: 4:30 PM
GOOGLE MEET: meet.google.com/qrc-ujwz-tja

 SPEAKER PROF. A. K. SHARMA FORMER HEAD, DEPT. OF H.S.S. I.I.T., KANPUR	 PRINCIPAL PROF. ANOOP KUMAR SINGH P.P.N. (P.G.) COLLEGE, KANPUR
 CONVENOR DR. T. B. SINGH HEAD, DEPT. OF SOCIOLOGY P.P.N. (P.G.) COLLEGE, KANPUR	 CO-CONVENOR DR. ABHA SINGH HEAD, DEPT. OF PSYCHOLOGY P.P.N. (P.G.) COLLEGE, KANPUR

ORGANIZING COMMITTEE MEMBERS

DR. KRISHAN KUMAR Dept. of Sociology P.P.N. (P.G.) College, Kanpur	DR. RASIMI MISIRA Dept. of Psychology P.P.N. (P.G.) College, Kanpur	DR. RIZWANA Dept. of Psychology P.P.N. (P.G.) College, Kanpur
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Special Lecture on Qualitative Research Method Current Trend organized by Dept. of Sociology on 24.01.2022

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