



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

### **Workshop: Effective Use of Social Media Tools in Qualitative Research Friday, April 9, 2021 Seminar Hall (9th Block)**

A Workshop on Effective Use of Social Media Tools in Qualitative Research was conducted on Friday, April 9, 2021, from 02:30 to 04:30 PM at the 9th Block, Seminar Hall. The program was inaugurated in the graceful presence of Prof. (Dr.) S K Garg, Director-General of MAIMS, Prof. (Dr.) G P Govil, Advisor MATES, Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) Vinita Gupta, HoD, Department of Journalism and Mass-Communication.

In his inaugural address Prof. (Dr.) S K Garg suggested that these inter-departmental discussions are like the tea-table discussion to share knowledge and should be conducted regularly to apprise faculty members about the latest development in different domains.

The dignitaries were introduced by Dr. Nisha Singh, Assistant Professor in the Department of Journalism and Mass-Communication, MAIMS, who then invited the Resource Person of the workshop, Dr. Amit Kumar, Associate Professor in the Department of Journalism and Mass Communication, MAIMS to address the gathering.

The presentation was focused on how to use Social Media Tools effectively and how social media communication platforms (Twitter, Instagram and Facebook) could be used for understanding the audience, creating an appropriate content strategy for organic outreach to achieve a positive online reputation. The overall idea was to promote qualitative research in current scenario. In all, 50 faculty members participated in the workshop.

After the successful completion of the program, the vote of thanks was proposed by Dr. Nisha Singh. Prof. (Dr.) Ravi Kumar Gupta congratulated Prof. (Dr.) Vinita Gupta on conducting the workshop and stressed on taking the discussion on social media further to enable faculties and students alike to become an expert on new-age communication tools. There were 50 participants for the workshop.



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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Organises

**Faculty Development Programme**

**EFFECTIVE USE OF SOCIAL MEDIA TOOLS IN QUALITATIVE RESEARCH**

*Date*  
9th April 2021

*Time*  
2:30pm - 4:30pm

**Dr. Amit Kumar**  
Associate Professor  
Department of Journalism & Mass Communication

Prof.(Dr.)S.K.Gang  
Director General MAIMS

Prof.(Dr.) G.P.Gandhi  
Advisor, MATES

Prof.(Dr.) Ravi Kumar Gupta  
Director, MAIMS

Prof.(Dr.) Vinita Gupta  
HOD, Dept. of Journalism

Venue : 9th Block, Seminar Hall





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