



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

A Unit of Maharaja Agrasen Technical Education Society

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

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA www.maims.ac.in

Department of Journalism and Mass Communication

Under the aegis of IQAC, MAIMS

In association with

Media Adhyayan Kendra, New Delhi

REPORT- MEDIA RESEARCH WORKSHOP ON SPSS

A **Media Research Workshop on SPSS** was organized for three days by the Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies under the aegis of IQAC, MAIMS. The Workshop took place on **3rd, 4th, and 6th September, 2021** on the online platform and was jam-packed with media enthusiasts from across the nation. Around 400 people registered for the Workshop. The Workshop was organised in association with Media Adhyayan Kendra, New Delhi. 97 students of MAIMS participated in the workshop.

The Resource Persons, **Prof (Dr.) Umesh Arya**, *Dean, Faculty of Media Studies, Guru Jambheshwar University of Science and Technology, Haryana* and **Prof. (Dr.) Dev Vrat Singh**, *Department of Mass Communication, Central University of Jharkhand, Ranchi*, conducted an interactive Workshop about Statistical Package for the Social Sciences (SPSS) and the many vital topics related to research like Chi-square, ANOVA, Multivariate examination, and much more.

The inaugural session began with the welcome address by **Dr. Nidhi Chaudhry**, Workshop Convenor, extended her heartiest welcome to everyone and stressed media research is not limited only to academician or research scholars rather it is needed in the generation of every media content from reporting to film making, from advertising to blogging. Therefore the need of research workshop orientated towards media is huge. **Prof. (Dr.) S. K. Garg**, Director General, MAIMS addressed the participants stressing upon the significance of research workshop for media practitioners and media students and educators he said the efforts are praiseworthy and essential for having credible media content. In her speech **Prof. (Dr.) Vinita Gupta**, HoD, Journalism and Mass Communication underlined the significance of research in journalism and fact checking for the reporting. **Prof. (Dr.) G. P. Govil**, Advisor, MATES in his speech conveyed that media is the fourth pillar of the democracy and has to do its watchdog role by keeping a check on the other three pillars of the democracy and for the same media needs to be attain its



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facts with utmost care through proper and extensive research. Therefore, media research workshop becomes very significant. **Dr. Neha Jingala**, *Faculty Coordinator, Media Adhyayan*

Kendra, New Delhi, **Dr. Praveen Gautam**, *Assistant Professor, Dr. Bhimrao Ambedkar College, University of Delhi* and **Dr. Devender Bhardwaj**, *Aditi Mahavidyalaya, Assistant Professor, University of Delhi* also marked their presence in the workshop.

Prof. (Dr.) Dev Vrat Singh undertook Day-1 of the Workshop. He taught how to design a codebook, the nature of data, Media content analysis, and he also shared a sample of a codebook.

Prof. (Dr.) Umesh Arya took the baton and conducted Days 2 and 3 of the Workshop. He taught objectives, codebook, Types of Data, Data Feeding on SPSS, and Data import from Excel and Google Sheets and Types of Statistics, Frequency and Percentage, Cross Tabulation. His objective was to make the participants DIY Researchers. He also gave live examples with data sets and gave assignment to the participants to cater to hands-on training on SPSS.

The event was brought to its fruition on the third day on 6th September with closing remarks by **Dr. Nidhi Chaudhry**, Workshop Convenor, giving a comprehensive overview of the three days workshop and its huge success.

Success of any event can be judged by the feedback and enthusiasm of the participants towards its culmination. **Dr. Shirin Abbas**, participant of the workshop, a former media educator and an independent researcher. Dr Abbas gave heartfelt feedback and beautifully expressed through her poetic style thanked the resource persons and organisers for an enlightening and engaging workshop.

Vote of Thanks was proposed by the Dr. Neha Jingala, **Workshop Convenor**. *"Elated to see the students closely working with their teacher to organize an event full of meaningful information about SPSS and Media. Media is a vital sector in our industry and, it's my utmost pleasure to share my experience with everyone,"* said **Prof (Dr.) Vinita Gupta**, *Head, Department of Journalism and Mass Communication*.

Prof. G.P. Govil, *Advisor, MATES* alongside attendees and the esteemed speakers congratulated the **Organizing Committee Workshop Convener** Dr. Nidhi Chaudhry, **Workshop Co-conveners** Mr. Jitender Vig, and Mr. Vijay Pal Singh for arranging an extremely fruitful and successful Workshop.



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