



# SHORT-TERM COURSE

# LEVERAGING DIGITAL TOOLS AND TECHNIQUES FOR ENHANCED RESEARCH

Organised by  
**UGC- Malaviya Mission Teacher Training Centre**  
North-Eastern Hill University, Shillong

In collaboration with  
**Dept. of Journalism and Mass Communication**  
North-Eastern Hill University, Shillong

**DATE:**  
**4-9 AUGUST 2025**

**MODE: HYBRID  
MULTIDISCIPLINARY  
FOR FACULTIES OF UNIVERSITIES  
AND COLLEGES**



## About the Workshop

Research is no longer confined to traditional methods of data collection and analysis in the interconnected and information-driven world of today. The rapid advancement of digital technology has transformed academic research. It has opened up new possibilities for gathering, processing and disseminating knowledge.

The digital tools and techniques have given researchers access to vast digital tools that can enhance both the speed and quality of their work. These tools have the potential to revolutionise research. However, there remains a gap in understanding and effectively utilising these resources. This issue mainly occurs among scholars and researchers who are more familiar with conventional methods.

This six-day short-term course, organised by UGC-Malaviya Mission Teacher Training Centre, North-Eastern Hill University, Shillong, in collaboration with the Department of Journalism and Mass Communication, North-Eastern Hill University, aims to bridge this gap by providing participants with practical training in using digital tools and techniques for advanced research.

The course will emphasise how digital platforms, data analysis software and online resources can significantly enhance research design, data collection, analysis, data visualisation and presentation. In doing so, it will equip participants to adapt to the demands of modern research environments.

## UGC-MMTTC, NEHU



The UGC-Malaviya Mission Teacher Training Centre (formerly UGC-Human Resource Development Centre), North-Eastern Hill University, Shillong, was established in October 2006, to cater to the need for Professional excellence in Higher Education. It was merged under the Malaviya Mission Scheme along with 111 other centres across the country. The

scheme was launched on Teacher's Day, 5th September, 2023, by the Honourable Union Minister of Education and Skill Development and Entrepreneurship, Shri Dharmendra Pradhan, with an aim for continuous professional development in Higher Education in alignment with the objectives of NEP 2020. The Centre has received wide recognition in the entire country being ranked 3rd among the 66 HRDCs, through NAAC assessment and accreditation.

## Department of Journalism and Mass Communication



The Department of Journalism and Mass Communication, NEHU, Shillong, was established in 2012 to promote media education and research in North East India. The department focuses on developing media professionals and scholars with both theoretical knowledge and practical skills. The department integrates traditional journalism with emerging digital technologies to prepare students and

researchers to handle the rapidly evolving media landscape.

The MA in Journalism and Mass Communication programme of the department emphasises imparting courses that the market demands, e.g. online journalism, social media communication, digital storytelling and data-driven reporting.

The department actively fosters a research culture combining traditional and modern media and communication research approaches. The faculty encourages MA students and research scholars to engage in ethnographical studies, oral literature studies, social media influence, misinformation, online political engagement and digital activism.



The department organises regular seminars, workshops and conferences on different media and communication issues. With its commitment to new media innovation, the department aims to be a leading hub for digital journalism, online communication research and data-driven media studies to shape the future of media professionals and scholars in the digital age.

## Objectives

The objectives of the Short Term Course include the following

- To enhance research design skills using digital tools to streamline project planning and execution.
- To provide hands-on experience with tools for data collection, including web scraping, social media research, and online survey platforms.
- To strengthen data analysis techniques by using both qualitative and quantitative software solutions.
- To foster collaboration and communication through digital platforms to help participants publish and share their research more effectively.
- To introduce participants to emerging trends for AI in research writing and presentation.
- To highlight ethical challenges and data privacy issues in the digital sphere.

## Key Benefits

- Valuable for CAS/Promotion
- Certificate on successful completion
- Hands-on Training with advanced digital research tools
- Boosts research efficiency and academic output
- Network opportunities with peers and experts

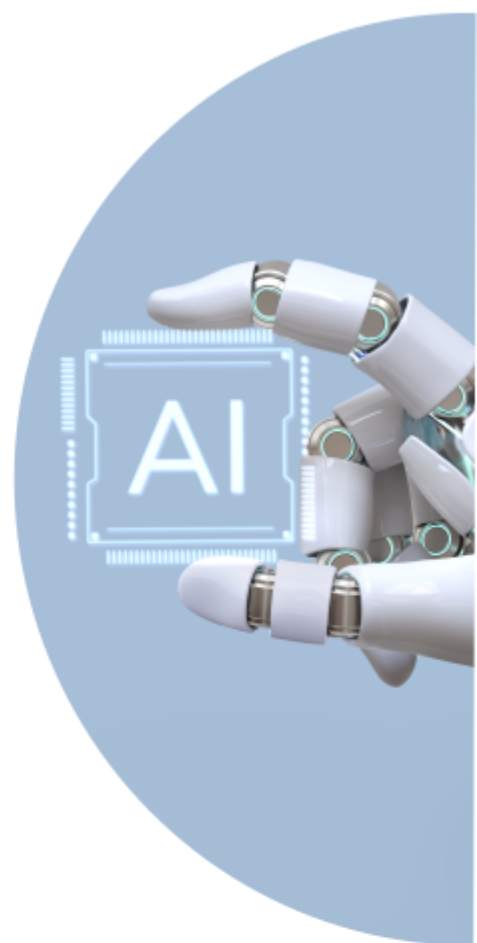
## Eligibility

- Any faculty member working as Regular/ Contractual/ Ad hoc/ Part-Time
- Faculty members working in universities and colleges included under Section 2(f) of the UGC Act are eligible to participate in the courses.
- Teachers of colleges not yet under the purview of Section 2(f) but affiliated to a university for at least three years will also be permitted to participate in the courses.

**Faculty members from multidisciplinary backgrounds are eligible to participate in this Short Term Course.**

## Overview of the Course Content

- Idea of Digital Research Tools and Techniques
- Document Preparation and Reference Management Tools
- Use of Online Databases and Open Sources for Research
- Accessing Open Educational Resources and Repositories
- AI-Assisted Content Analysis & Review of Literature
- Research Networking and Collaboration Platforms
- Data Collection and Organisation Tools
- Online Statistical Analysis, Data Interpretation and Visualisation
- AI Tools in Research Writing and Literature Review
- Qualitative Data Analysis with Online Software Tools



## Resource Persons

A distinguished panel of experts from reputed universities and research institutions across India will conduct the sessions. The resource persons include academicians and researchers with extensive experience in digital research methodologies, data analysis, academic writing and using AI and digital tools in research. Their interdisciplinary expertise will offer participants both theoretical insights and practical exposure, ensuring a well-rounded learning experience.

### Coordinator

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