



Ten Day Research Methodology Course in Social Sciences

Integrating Traditional and Digital Approaches
For PhD & PDF Scholars

Sponsored by
Indian Council of Social Science Research, New Delhi

Organised by
**Department of Journalism and Mass Communication
North-Eastern Hill University, Shillong**



5th October 2026 - 15th October 2026



About the University



North-Eastern Hill University (NEHU) was established on July 19, 1973, under the North-Eastern Hill University Act, 1973 (Act No. 24 of 1973), which received presidential assent on May 26, 1973. The university was founded with the primary mandate to disseminate and advance knowledge, with a specific focus on the social and economic welfare and cultural advancement of the people in the hill areas of the

North-Eastern region. Situated at the picturesque East Khasi Hills district, the Shillong NEHU is widely regarded as one of the most scenic university campuses, spread over more than 1,225 acres of lush pine-forested land. The Shillong campus of NEHU is set on mist-shrouded slopes, with walking trails and a tranquil, green environment that offers an inspiring setting for learning and research.

Academically, NEHU offers a wide range of undergraduate, postgraduate, and doctoral programmes across the humanities, social sciences, sciences, education, and professional studies, supported by modern laboratories, a central library, hostels, sports facilities, and research centres. NEHU plays a vital role in preserving and promoting indigenous languages, cultures, and local knowledge systems, making it not only a centre of education but also a cultural and intellectual hub.

About the University

Situated in a culturally diverse and intellectually vibrant region, the University has consistently advanced knowledge across disciplines. The Department of Journalism and Mass Communication, North-Eastern Hill University (NEHU), Shillong, has been at the forefront of academic excellence and research innovation.

The department plays an important academic role in preparing students to understand, analyse, and participate responsibly in the rapidly changing media environment. It provides education in key areas such as reporting, editing, photojournalism, broadcast journalism, digital media, advertising, public relations, film studies, media research, communication theory, Artificial Intelligence, among other varied fields.

The department combines classroom learning with practical training, enabling students to develop skills in news writing, content creation, audiovisual production, social media communication and media planning. Through workshops, seminars, field visits, internships, and interaction with working media professionals, students gain exposure to the realities and ethics of the communication industry. The department also encourages critical thinking about the role of media in democracy, culture, development, gender representation and public opinion.

In a region as culturally diverse as Northeast India, it can play a particularly meaningful role in documenting local traditions, languages, communities and emerging social concerns. By promoting accuracy, creativity, ethical responsibility, and technological competence, the Department of Journalism and Mass Communication prepares learners for careers in print, television, radio, digital platforms, corporate communication, research, advertising, and public relations. It thus serves as a bridge between academic knowledge and the dynamic world of professional communication.



About the Course



Social science research plays a crucial role in enhancing the understanding of human behaviour, societal development and public policy. It contributes significantly to the growth of knowledge and helps address complex social realities through systematic and critical inquiry. Over time, the philosophy, methods and empirical practices of social science research have undergone substantial transformation.

The researchers need to continuously adapt to new tools, techniques and interdisciplinary approaches in the increasingly dynamic academic and technological environment.

In this evolving landscape, mass media and their socio-cultural impact have emerged as critical areas of inquiry within the social sciences. Media institutions, ranging from print and broadcast to digital and social platforms, play a significant role in shaping public opinion, cultural identities, social values and political discourse. The proliferation of digital media, algorithm-driven content and participatory communication has further transformed how societies engage with information. Consequently, there is a growing need for scholars to critically examine media content, media ownership patterns, representation, audience behaviour and the broader socio-cultural implications of mediated communication.

Recent advancements in digital technologies have also led to a paradigm shift in research practices. The integration of tools such as artificial intelligence, big data analytics, cloud computing, online databases and advanced statistical software has revolutionised the research process. These innovations have transformed how data is collected, analysed, interpreted and presented, enabling scholars to undertake more rigorous, data-driven, and impactful studies. At the same time, they have opened new avenues for varied research, including digital ethnography, social media analytics and computational communication studies.

Given these developments, there is a pressing need to equip research scholars with both conceptual clarity and practical skills. A structured training course in research methodology can help scholars understand the nuances of research design, data collection techniques, analytical frameworks, interpretation methods and introduction to online and offline research resources. It also enables them to integrate traditional approaches with contemporary digital tools, ensuring that their research remains relevant and impactful.

This Research Methodology Course (RMC) in offline mode aims to build research capacity among PhD/PDF scholars from academic institutions in the region, including NEHU, by providing comprehensive training in both classical and emerging research practices, with special emphasis on media and socio-cultural studies.

The primary objective of the RMC is to enhance the knowledge and research competencies of PhD/PDF scholars in various aspects of social science research, with particular focus on the application of new-age tools and technologies. The course will offer a balanced combination of theoretical inputs and hands-on training sessions, enabling participants to conceptualise research problems, design robust methodologies and apply appropriate analytical tools.

The course schedule will cover key components of research methodology, including the formulation of research problems, research design, sampling techniques, data collection tools, data analysis, interpretation of results, and report writing. Special emphasis will be given



to emerging issues in social sciences, particularly the socio-cultural impact of mass media, digital communication and the use of contemporary data and digital tools in research.

The course is expected to strengthen the research aptitude of PhD/PDF scholars by enabling them to identify relevant and contemporary research problems, formulate clear objectives and hypotheses, adopt suitable research methods and conduct systematic and ethical research. It will also foster critical thinking and interdisciplinary engagement, particularly in understanding the role of media in shaping society.

To promote high-quality research and academic excellence, the Department of Journalism and Mass Communication, NEHU, is organising this Ten-Day Research Methodology Course for PhD/PDF scholars from 5th October to 15th October 2026, in association with the Indian Council of Social Science Research (ICSSR), New Delhi.

Objective of the Course

1. To enhance the conceptual understanding of PhD/PDF scholars in core areas of social science research, including research design, methodology and theoretical frameworks.
2. To develop practical skills in the use of contemporary research tools and technologies, such as artificial intelligence, digital databases and statistical software for data collection, analysis and interpretation.
3. To enable scholars to critically examine mass media and its socio-cultural impact and incorporate media-related perspectives into interdisciplinary social science research, including the Indian knowledge System.
4. To train participants in conducting ethical, high-quality research, including formulation of research problems, literature review, data analysis, academic writing and publication practices.

Course Content

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|---|---|
| a. Foundations of Social Science Research | o. Measurement of Association and Correlation |
| b. Emerging Social Issues | p. Testing of Hypothesis |
| c. Digital Research and Emerging Technologies | q. Introduction to Statistical Software |
| d. Media and its Socio-Cultural Impact | r. Analysis, Interpretation and Presentation of Data |
| e. Concepts and Theory in Social Science Research | s. Elements of Academic Writing and Scholarly Communication |
| f. Understanding Quantitative and Qualitative Research | t. Presenting Research Findings and Report Writing |
| g. Conceptualisation of Research Proposal | u. Quality Parameters in Research and Publication |
| h. Literature Review with Online Tools/AI tools | v. Research in the Indian Knowledge System |
| i. Research Design and Methods of Data Collection | w. Ethical and Responsible Use of Artificial Intelligence in Research |
| j. Formulation of Hypothesis, Research Questions and Objectives | x. Selection of Journals for Research Articles |
| k. Sampling Design & Approaches | y. E-Resources and One Nation One Subscription (ONOS) for Research |
| l. Web Scraping and Data Mining | z. Ethics and Issues of Plagiarism in Social Sciences |
| m. Data Wrangling, Coding and Analysis | |
| n. Use of Statistics in Social Research | |



Structure and Pedagogy



In the Ten-day-long course, the participants will be oriented and trained through lectures, audiovisual aids, fieldwork, and hands-on experience with online and offline tools by reputed social scientists and experts from the disciplines of social sciences, research methodology, media and new-age technology. Group discussions, open question-and-answer sessions and presentations by participants will be held during the course.

Resource Persons

Resource persons from across the country and across social science disciplines, representing leading Institutions/Universities, will be invited to deliver their expertise during

Participants

The course is planned and designed for PhD scholars and Postdoctoral Fellows (PDFs). Participants from social science disciplines will be selected in accordance with the ICSSR guidelines. Attendance at all sessions is mandatory; failure to attend may result in the certificate not being issued.

Mode of Applying



Interested candidates can apply to the Course Director by submitting a duly completed registration form on or before **10th September 2026**. The registration form for the RMC is enclosed at the bottom of this brochure. The candidates are required to complete the Google form using the link provided or QR code provided in the brochure. A candidate must submit a scanned copy of the duly completed registration form in the given format, forwarded by the supervisor and the Head of the

Department/Institution, along with a write-up of 100 words on how the research methodology course will benefit their work in research.

Selection Process

A total of thirty (30) participants will be selected from social science disciplines as per the norms of ICSSR. The selected candidates will be notified via their registered email address.



Requirements

All selected participants are advised to bring their personal laptops for hands-on training and to complete the assignments given during the course. As Shillong has a cool climate, participants are also requested to carry light woollen clothes.

Accommodation

Outstation participants will be entitled to free lodging during the period of the RMC. Accommodation will be provided strictly on a sharing basis. No accommodation facilities will be provided to the local participants.

Food and Hospitality

Food and refreshments will be provided to participants free during the RMC period.

Travel Allowances and Accommodation

Travelling Allowance would be payable to the selected out-of-station participants only for sleeper-class/regular bus fare, subject to a maximum of Rs. 1000/- per participant, upon production of the original ticket(s) for the train (sleeper class) or bus. No local conveyance would be reimbursed.

How to Reach NEHU



The nearest major railway station is Guwahati Railway Station, around 100 km from NEHU. For travelling by flight, participants can fly to Lokpriya Gopinath Bordoloi International Airport located at Borjhar, Guwahati, or Shillong Airport at Umroi. From Guwahati,

taxis, shared taxis and buses are available to Shillong. NEHU is located at Umshing–Mawkyntoh, Shillong.

Registration Fee

No registration fee will be charged from the participants.

Important dates:

Course dates: 5th October to 15th October 2026

Last date of application submission: 15th September, 2026

Announcement of shortlisted candidates: 17th September, 2026

Confirmation of participation by candidate: 20th September 2026

PLEASE DO NOT SEND HARD COPIES OF THE APPLICATIONS



Chief Patron

Prof. S.K. Barik

Vice-Chancellor (in-charge)
North-Eastern Hill University, Shillong

Patron

Prof. Moses M. Naga

Dean
School of Economics, Management and
Information Sciences

Course Director

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FOR ANY QUERIES, PLEASE WRITE TO
nehujmcevents@gmail.com

Click on the link below for registration

<https://forms.gle/96R1ockarqrwMFFY8>

or Scan QR Code



APPLICATION FORM



**Research Methodology Course in
Social Sciences
Integrating Traditional and Digital
Approaches**

**Ten Day Research Methodology Course for PhD/PDF
Scholars in Social Sciences (Offline)
(5th October- 15th October 2026)**



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Indian Council of Social Science Research, New
Delhi**

***Organized by*
Department of Journalism and Mass Communic
NORTH-EASTERN HILL UNIVERSITY SHILLONG**

Paste Recent
Photograph of the
candidate

1. Name of the Candidate:

2. Father's Name:

3. Gender (M/F/Other)

4. Social Category (SC/ST/OBC/UR)

5. Date of Birth:

6. Institute/University/College

7. Address for correspondence:

8. Contact:

Mobile No. preferably with WhatsApp:

Email Id:

Educational Qualification:

Subject in Post-Graduation:

9. Ph.D./M.Phil. details:

Subject:

Topic:

Enrollment Year:

Status of Research Work:

UGC-JRF/NET qualified:

Yes

No

If yes, mention the year:

10. Have you attended a similar course earlier: Yes () No ()

If yes, provide details

11. Please provide a write-up on how the research methodology course will benefit your work in research. (Enclose the write-up in separate pages in 100 words)
12. Recommendation by the Head of the institution/college/supervisor

13. Accommodation Required: Yes () No ()

I hereby certify that all the information given above is true.

Place:

Date:

(Signature of the Applicant)

Recommended by

(Name and Signature with date and seal of the Research supervisor)

Head/Dean

(Signature with date and seal)