



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University  
 Recognized Under Sec. 2(f) of UGC Act 1956  
**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**  
 Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

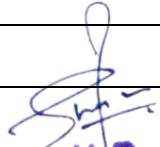


**Department of Journalism and Mass Communication**

**Workshop**  
**on**

Workshop on *Emerging Trends in Digital Media Research*

<b>Title of Activity*</b>	Workshop on <i>Emerging Trends in Digital Media Research</i>
<b>Subject</b>	Translation for Media (116)
<b>Values</b>	<ul style="list-style-type: none"> <li>Enhanced understanding of digital research methodologies and analytical tools.</li> <li>Practical experience in data-driven media research.</li> <li>Improved skills in using digital platforms for academic inquiry.</li> <li>Development of innovative and ethically sound research proposals.</li> </ul>
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li><b>To introduce participants to new paradigms and trends in digital media research.</b></li> <li><b>To familiarize them with digital tools and methods for analyzing media data.</b></li> <li><b>To train participants in designing and executing digital media research projects.</b></li> <li><b>To encourage scholarly inquiry into the evolving field of online communication and audience engagement.</b></li> </ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name) *</b>	Department of Journalism and Mass Communication
<b>Program Theme*</b>	Enhancing Media Literacy through Collaborative Translation Practices
<b>External Expert / Internal Expert</b>	Dr. Dilip Kumar Dr. Dharendra Rai
<b>Date*</b>	5th August, 2024 to 9th August, 2024
<b>Time*</b>	10:00 AM to 12:00 PM
<b>Venue</b>	Tecnia Auditorium

  
 HOD  
 BA(JMC)-TIAS

Poster/Flyer/Notice\*

**TECNIA** DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
INSTITUTE OF ADVANCED STUDIES  
GRADE "A" INSTITUTE

COLLABORATION  
with  
RESEARCH & INNOVATION CELL  
organizes

FIVE DAYS WORKSHOP ON  
**EMERGING TRENDS IN DIGITAL MEDIA RESEARCH**

*Resource Person* *Resource Person*  
**Dr. Dilip Kumar** **Dr. Dharendra Rai**  
Associate Professor, Assistant Professor,  
IIMC (Jammu) BHU

 05<sup>TH</sup> - 09<sup>TH</sup> August, 2024  
10:00 AM Onwards

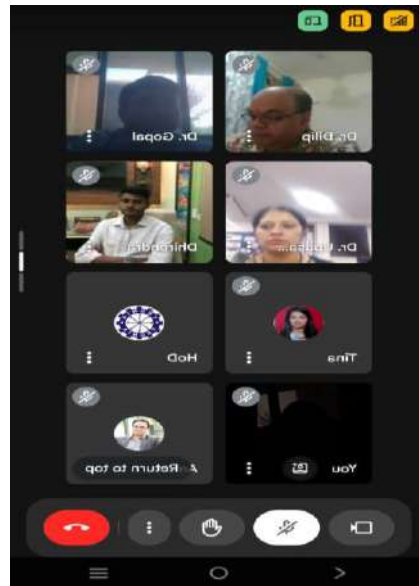
MODE : HYBRID

Convenor :  
**Dr. Shivendu Kumar Rai**  
Department of Journalism & Mass communication

<b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	34
<b>No. of Faculty*</b> (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
<b>No. of External Participants (students + faculty)</b> [write NA if not applicable]	NA

  
HoD  
BA(JMC)-TIAS

## Photograph\*



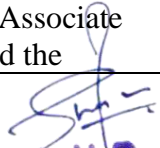
### Report:

Description in (min 250 to max 800 words)

- Tecnia Institute of Advanced Studies organized a **five-day workshop on “Emerging Trends in Digital Media Research”** from **5th August 2024 to 9th August 2024**. The workshop aimed to equip students and faculty members with the latest tools, methods, and theoretical frameworks for researching the fast-evolving digital communication landscape. It provided a comprehensive understanding of online media trends, data-driven research, and ethical challenges in digital environments.
- The workshop saw the participation of **56 students and faculty members** from various departments, contributing diverse perspectives and research interests.

The workshop began with an inaugural address by **Dr. Shivendu Rai**, followed by an introductory session on the evolution of digital media and its impact on communication research.

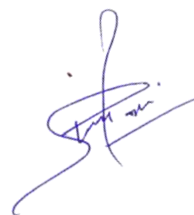
**Key Speaker: Dr. Dilip Kumar**, Associate Professor, IIMC, Jammu, discussed the

  
HoD  
BA(JMC)-TIAS

	<p>significance of digital platforms in shaping new research agendas.</p> <p><b>Day 2: Research Methods in Digital Media Studies</b>  The second day focused on emerging research methodologies—social media analytics, big data approaches, and digital ethnography. Participants explored how digital technologies have transformed traditional research frameworks and learned about mixed-method approaches for studying online behavior.</p> <p><b>Day 3: Data Collection and Analysis in the Digital Era</b>  Sessions on this day introduced tools like <b>Google Trends, NVivo, and SPSS</b> for analyzing digital content and user data. Participants conducted mock exercises using social media datasets and discussed data accuracy, privacy, and validity issues.</p> <p><b>Day 4: Visual and Content Analysis Techniques</b>  Participants learned techniques for analyzing digital texts, images, and videos. Experts demonstrated the use of <b>AI-assisted tools</b> for sentiment analysis and content categorization. The hands-on session allowed participants to apply these tools to real-world case studies.</p> <p><b>Day 5: Developing Digital Research Proposals</b>  The final day was dedicated to <b>developing digital media research proposals</b>. Participants designed projects addressing topics such as online news credibility, influencer communication, and audience analytics. The workshop concluded with a <b>valedictory ceremony</b>, where <b>Dr. Dharendra Rai</b> emphasized ethical and responsible digital research. Certificates were distributed to all participants.</p>
<b>Recourse Person Profile</b>	NA
<b>Attendance Sheet*</b>	<i>Attached at the end of Report</i>
<b>Report Submitted by Event Coordinator</b> <i>(write faculty coordinator name)</i>	Dr. Shivendu Kr Rai, Associate Professor BA (J&MC), TIAS <div style="text-align: right;">   HOD  BA(JMC)-TIAS </div>

*For Office Use*

**Signature of Event Coordinator**

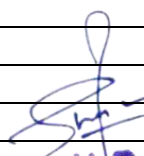


**List of Beneficiary**

**List of Participants**

SESSION: 2024-2025

S.NO.	NAME OF PARTICIPANTS (FACULTY AND STUDENTS)	COURSE
1	MS. AASTHA	ASSISTANT PROFESSOR
2	MR. INDERPREET SINGH	ASSISTANT PROFESSOR
3	MS. NEHA JAIN	ASSISTANT PROFESSOR
4	MS. MONIKA AGRAWAL	ASSISTANT PROFESSOR
5	MS. MANISHA	ASSISTANT PROFESSOR
6	MS. MEGHA MOHAN	ASSISTANT PROFESSOR
7	MS. GEETIKA	ASSISTANT PROFESSOR
8	Dr. UPASANA KURANA	ASSISTANT PROFESSOR
9	MS. MANISHA	ASSISTANT PROFESSOR
10	HEMA SINGH	ASSISTANT PROFESSOR
11	MS.SHRADDHA JAIN	ASSISTANT PROFESSOR
12	BHUMIKA SHARMA	BCA
13	ANSHIKA	BCA
14	UJJWAL GUPTA	BCA
15	HEENAKSHI	BCA
16	DIGONTO BANERJEE	BCA
17	ANJALI	BCA
18	MANVI SHARMA	BCA
19	RUMESA KHAN	BA(JMC)
20	KRIPA GROVER	BA(JMC)
21	KUSHAGRA GARG	BA(JMC)
22	DHRUV YADAV	BA(JMC)
23	DEV GUPTA	BA(JMC)
24	RACHIT DIMRI	BCA
25	KRISH KHATRI	BCA
26	TUSHAR VERMA	BCA
27	KRISHNANDU DAS	BCA
28	PIYUSH KATHURIA	BA(JMC)



HOD  
BA(JMC)-TIAS

29	SANYA SANGAL	BA(JMC)
30	REET MEHRA	BA(JMC)
31	OJASWI DOONGA	BA(JMC)
32	HARSHIT SAGAR	BA(JMC)
33	MUKUL ARORA	BA(JMC)
34	KHUSHI	BA(JMC)
35	BHAVYA MALIK	BA(JMC)
36	AASHI SHARMA	BA(JMC)
37	RADHIKA KHANNA	BA(JMC)
38	PRIYANSHI VIMAL	BA(JMC)
39	SANJANA SINGH	BA(JMC)
40	AARSH DEO	BA(JMC)
41	SAMEER MAKHIJA	BA(JMC)
42	ANANNYA KAPOOR	BA(JMC)
43	AYUSH AGGARWAL	BA(JMC)
44	DHRUV GOEL	BA(JMC)
45	SALONI SAYAL	BA(JMC)
46	SAMAIRA PANWAR	BA(JMC)
47	CHETNA JINDAL	BBA
48	CHESHTA	BBA
49	DIVA CHAWLA	BBA
50	ADITI KUKREJA	MBA
51	MANAN ARORA	MBA
52	ABHISHEK MISHRA	MBA
53	MUSKAN	MBA
54	VIDHI SIKKA	MBA
55	KHYATI RAJPUT	MBA
56	SHRISTHI	MBA
57	SUHANI NARAIN	MBA

  
 HoD  
 BA(JMC)-TIAS