



**Seminar Report on "Qualitative vs Quantitative Research: Choosing the Right Methodology" on 16.08.2019**

On August 16, 2019, a seminar on research methodology titled "Qualitative vs Quantitative Research: Choosing the Right Methodology" was conducted at Government General Degree College, Lalgarrh, Jhargram-721516. The event was held from 3.30 PM to 4.30 PM and was organized by the Department of Sociology.

The seminar was led by Smt. Piyali Chanda, Assistant Professor, Department of Sociology, Government General Degree College, Salboni, Paschim Medinipur-721516. As a practitioner in the field, Smt. Chanda offered insightful comparisons between qualitative and quantitative research methods, discussing their respective strengths and limitations.

During the session, she highlighted the importance of selecting the appropriate research methodology based on the nature of the research question. Smt. Chanda explained that qualitative research is best suited for exploring complex social phenomena and gaining in-depth understanding, while quantitative research is more appropriate for statistical analysis and measuring variables across a large sample. She further elaborated on the contexts in which each method is most effective and provided real-world examples to illustrate the application of both approaches.

The seminar attracted active participation from students and faculty with the total attendance of students being 26.

Overall, the seminar was a success, fostering a deeper understanding of research methods and enhancing the research skills of the participants. The event concluded with a vote of thanks to Smt. Piyali Chanda for her contribution to the academic development of the college.



Geo-Tagged Photographs:

