

PG AND RESEARCH DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

SRI C ACHUTHA MENON GOVERNMENT COLLEGE THRISSUR

GOLDEN JUBILEE CELEBRATIONS

WEBINAR SERIES ON RESEARCH METHODOLOGY

on

FUNDAMENTALS OF SAMPLING



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CUSAT

live webinar -Google meet

- **Saturday- 4/6/2022**
- **7.00 PM TO 8.30PM**

Fundamentals of sampling

Fifth technical session of webinar was held on 4-06-2022 between 7.00 to 8.30 P M. Dr S Santhosh Kumar, Professor, SMS, CUSAT handled the session on topic 'Fundamentals of sampling'. Resource person discussed various subjects like need for sampling, prerequisites of sampling, sample size determination as well as various probability and non-probability sampling methods. After interaction the session was concluded with vote of thanks done by Smt. Manju K V, Assistant Professor of Commerce, Sri C Achuta Menon Govt College, Thrissur.

The screenshot displays a Google Meet interface during a presentation. The main window shows a slide titled "Research Paradigm" with the following content:

- Every research or inquiry is guided by certain beliefs known as **Research Paradigm**.
- A way of thinking about the world is **Paradigm**
- **Research Paradigms** are basic belief systems based on **Ontological**, **Epistemological** and **Methodological** assumptions.
- No way to prove one **RP** is superior to another.

Below the slide, a status bar indicates "7:03 PM | ohn-hmhv-xjj". The right sidebar shows a list of participants, including Dr. S. Santhosh Kumar (presenting), Dr. Deepak Mathew, Lijmadhavan Vp, REMA K, Dr. AJITHARANI, and 84 others. The bottom of the screen shows the Windows taskbar with the time 7:03 PM and the date 05-01-2022.

The second part of the screenshot shows a slide titled "Philosophical base of research" with the following content:

- Research is to be done in accordance with suitable methodologies
- Research in pure science, applied science and social science is done following suitable methodologies set by the respective professional fields and academic disciplines.
- These methodologies are adapted from **logic** that provides tools for reasoning and the logic has its root in **epistemology** and epistemology is evolved depending on **ontology**.
- **Ontology, epistemology, logic, methodology** etc. are **elements of philosophy**
- So, every researcher must bring certain basic philosophical assumptions into the study
- Without those assumptions. research is impossible

Below the slide, a status bar indicates "7:01 PM | ohn-hmhv-xjj". The right sidebar shows a list of participants, including Dr. S. Santhosh Kumar (presenting), Dr. Deepak Mathew, Lijmadhavan Vp, REMA K, Sheena Mathew, Dr. AJITHARANI, and 82 others. The bottom of the screen shows the Windows taskbar with the time 7:01 PM and the date 05-01-2022.