



LOYOLA COLLEGE (AUTONOMOUS)
Chennai-600034

DEPARTMENT OF SOCIOLOGY

Cordially Invites you to a

RESEARCH METHODOLOGY SESSION

Research Made simple : Exploring the Basics of Social Research

GUEST SPEAKER



Mr . MUKESH M

Research Scholar
VIT University, Chennai



10th September



12:00pm - 1:15pm



MS 03

Sociology smart room

Organised By

Prof . Theboral . P
Assistant Professor

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.

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EVENT REPORT

Event Title	Research Methodology Session "Research Made Simple: Exploring the Basics of Social Research"
Guest Speaker	Mr. Mukesh M, Research Scholar, VIT University, Chennai
Date	10 th September 2026
Time	12:00 p.m. – 1:15 p.m.
Venue	MS-03, Sociology Smart Room
Organised By	Prof. Theboral P, Assistant Professor, Department of Sociology
Participants	II UG and III UG students of the Department of Sociology

About the Session

The Department of Sociology, Loyola College (Autonomous), Chennai, organised a Research Methodology Session titled "Research Made Simple: Exploring the Basics of Social Research" for II UG and III UG students. The session was conducted by Mr. Mukesh M, Research Scholar, VIT University, Chennai, and was coordinated by Prof. Theboral P, Assistant Professor. The programme aimed to introduce students to the foundational concepts of social research and equip them with practical tools relevant to their coursework.

Inaugural Proceedings

The programme began with Mr. Ssrejith, III UG Sociology, welcoming the gathering and formally addressing the chief guest, Mr. Mukesh M. This was followed by an address from the Head of the Department, Dr. J. Vanitha, who welcomed the guest and then felicitated Mr. Mukesh M with a memento, following which the lecture commenced.

Summary of Proceedings

As the session was centred on research methodology, the resource person took students through the broader framework of social research rather than any single aspect of it. He covered the major heads under which social research is typically organised, including the meaning and scope of research, the formulation of a research problem, review of literature, research design, sampling methods, tools and techniques of data collection, data analysis and interpretation, and report writing. This gave students a structured, step-by-step understanding of how a research study is conceived and carried out from start to finish.

Within this framework, he explained the distinction between qualitative and quantitative research in detail and discussed how the choice between the two or a combination of both depends on the research situation, the setting in which the study is conducted, and the population being studied.

He then addressed the growing role of Artificial Intelligence in academic research, outlining where AI tools can be meaningfully used to support the research process and, equally, where their use should be avoided, along with the importance of maintaining the integrity of one's own data and findings. He shared several AI tools that he personally uses in his own research work, particularly for data analysis and for paraphrasing research writing.

A key highlight of the session was a hands-on demonstration of data analysis using built-in tools within Microsoft Excel, which helped students understand the analytical process in a simple and accessible manner. The speaker also shared insights from his own research experience, walking students through how he approached each of the above stages in his own work, which gave them a practical perspective alongside the theoretical concepts covered.

Outcome and Feedback

The session was well received by students of both batches. For III UG students, who are currently undertaking their research coursework, the session provided practical guidance directly applicable to their ongoing work. II UG students, who will take up the same course in the following academic year, also found the session valuable as an early introduction to research methodology. Despite being a single session of one hour and fifteen minutes, students were able to gain a clear and comprehensive understanding of the fundamentals of social research, with participants describing the session as easy to follow and engaging.

Event Photographs



