

INNOVATIVE COLLEGE OF PHARMACY

Affiliated To Dr. A.P.J. Abdul Kalam Technical University, Lucknow, U.P. & Approved By PCI



NOTICE

DATE:-19-09-2020

This is inform all the students and faculty members that the one day webinar based on “Brainstorming Techniques for Generating Research Ideas” will be delivered by, Mr. Nitin Jain, Clinical Pharmacologist, Max Hospital, Delhi.

Venue: Seminar Hall

Date: 25-09-2020 (Friday)

Time: 12.00 pm – 2.00 pm



Principal

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Report on Webinar

Topic: Brainstorming Techniques for Generating Research Ideas

Date: 25-09-2020

Venue: Seminar Hall

Speaker: Mr. Nitin Jain

Introduction

Effective research begins with the generation of compelling and relevant ideas. Brainstorming is a crucial technique for fostering creativity and discovering innovative research topics. This seminar explores various brainstorming techniques to help researchers and students generate and refine research ideas.

Brainstorming Techniques

- **Mind Mapping:** A visual technique where you start with a central concept and branch out into related ideas. This helps in exploring different dimensions of a topic and identifying potential research areas. Tools like Mind Meister or simple pen and paper can be used.
- **Free Writing:** Spend a set amount of time writing continuously about a topic or idea without worrying about structure or grammar. This technique helps in uncovering hidden thoughts and ideas that might not be immediately apparent.





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- **SWOT Analysis:** Analyze a topic or field by evaluating its Strengths, Weaknesses, Opportunities, and Threats. This structured approach helps in identifying areas that need more research or have potential for innovation.
- **SCAMPER Method:** This technique involves modifying existing ideas through the following prompts: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. It helps in transforming current research ideas into novel and actionable concepts.
- **Reverse Brainstorming:** Instead of asking how to solve a problem, ask how to create or exacerbate the problem. This approach can reveal new angles and potential solutions by considering the issue from a different perspective.
- **Nominal Group Technique:** This structured approach involves generating ideas individually, then discussing and ranking them as a group. It ensures that every participant's ideas are considered and helps in prioritizing the most promising research topics.
- **Delphi Technique:** Engage a panel of experts to provide input on a research topic through multiple rounds of questioning. This iterative process helps in refining research ideas based on expert feedback and consensus.
- **Brain writing:** Similar to brainstorming but done in writing. Participants write down their ideas anonymously and share them with the group. This technique can reduce the influence of dominant voices and encourage more diverse ideas.

Implementing Brainstorming Techniques

- **Setting Clear Objectives:** Define the purpose and scope of the brainstorming session. Clear objectives help in guiding the discussion and focusing on relevant topics.
- **Creating a Collaborative Environment:** Foster an open and non-judgmental atmosphere where participants feel comfortable sharing ideas. Encourage diverse perspectives and constructive feedback.





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- **Using Tools and Resources:** Leverage digital tools like online mind maps, brainstorming apps, and collaborative platforms to enhance the brainstorming process and facilitate idea sharing.
- **Documenting Ideas:** Keep a record of all generated ideas, even those that may seem less relevant initially. This documentation can be valuable for future reference and further development.
- **Evaluating and Refining Ideas:** After generating ideas, evaluate them based on criteria such as feasibility, originality, and relevance. Refine and prioritize the most promising ideas for further research.

Conclusion

Brainstorming techniques are essential tools for generating and refining research ideas. By employing various methods and creating a collaborative environment, researchers can uncover innovative topics and drive meaningful research.





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Photographs

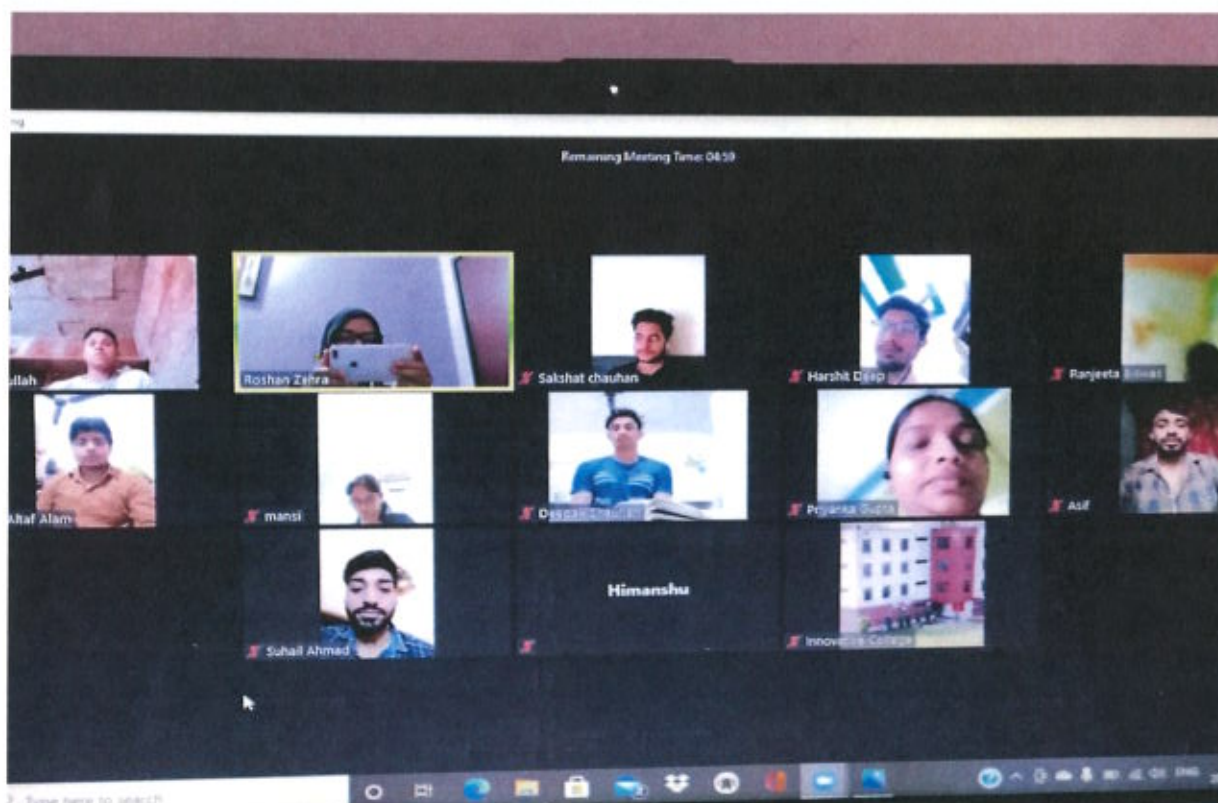


Figure 1: Photograph of webinar conducted





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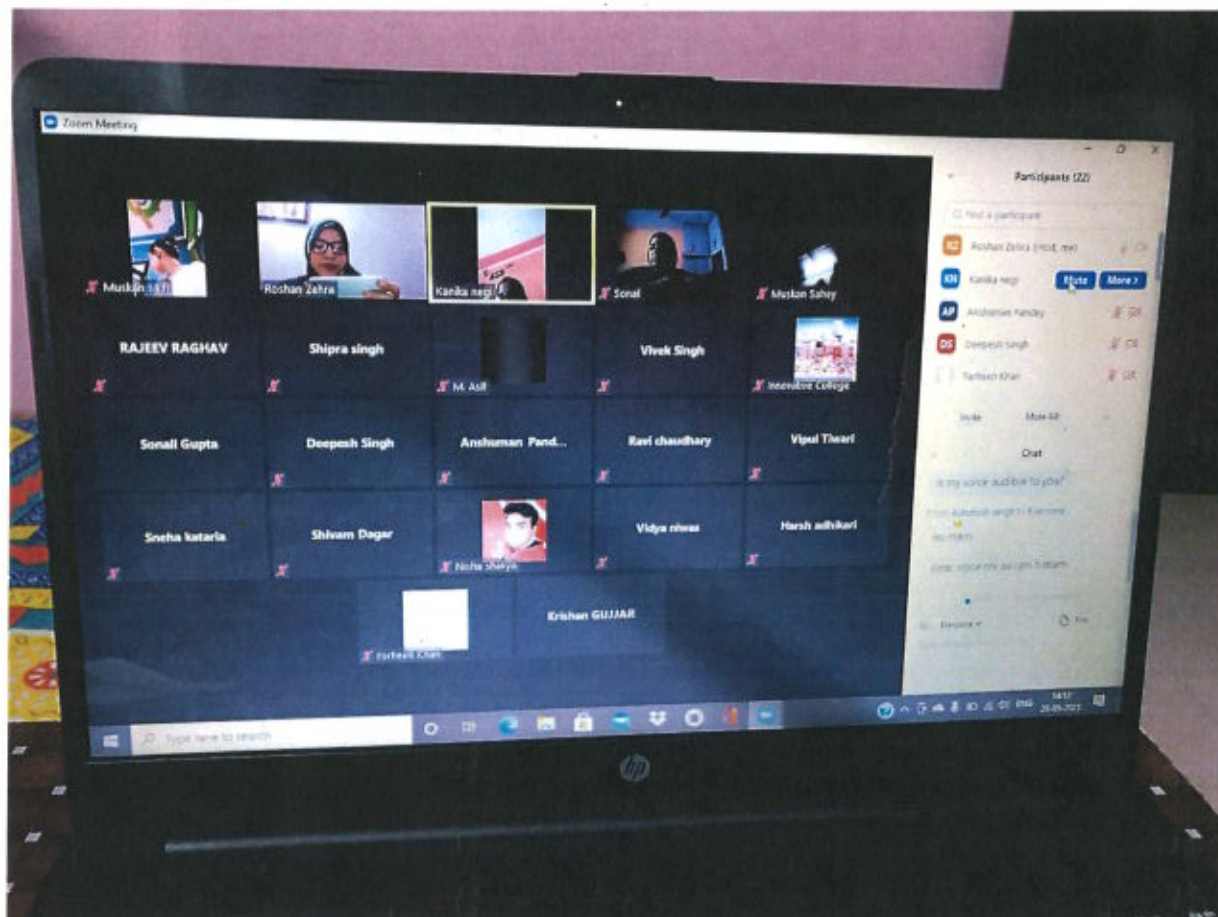


Figure2: Photograph of webinar conducted



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