

## Activity Report



**Quality Education – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**



<b>Name of the Event</b>	Research Methodology in Cross Cultural Psychology
<b>Department</b>	Department of Psychology
<b>Date (or Period)</b>	7/11/2023
<b>Organizer (Name of the University)</b>	Deen Dayal Upadhyaya Gorakhpur University Gorakhpur
<b>Online/Offline Mode</b>	Offline Mode
<b>Brief Write-up in English</b>	<p>The Department of Psychology organized a session on <b>“Research Methodology in Cross-Cultural Psychology”</b> to provide insights into designing and conducting research across diverse cultural contexts. The session focused on key methodological considerations such as cultural sensitivity, sampling techniques, comparative analysis, and ethical challenges. Participants were introduced to tools and strategies for ensuring validity and reliability in cross-cultural studies. The session was engaging and enriched students’ understanding of global perspectives in psychological research.</p>