**History of Origin and Development of Ceramic Industries of the Middle Ganga Valley with Special Reference to Jhansi**

# **Chapter 4: Methodology**

## **4.1 Introduction**

Introduction  
  
The aim of this chapter is to explain the methodology used in this thesis, by providing a comprehensive overview of the research questions and objectives, the research design, data collection methods and analysis techniques employed. This chapter aims at justifying the research approach chosen and its suitability for achieving the research objectives.  
  
Research Questions and Objectives  
  
This thesis aims to explore the origin and development of the ceramic industry of the Middle Ganga Valley with a specific focus on Jhansi. Therefore, the main research questions that guided this study are as follows:  
  
1. What is the history of the ceramic industry in the Middle Ganga Valley, with a special focus on Jhansi?  
2. What are the economic, social and cultural factors that influenced the development of the ceramic industry in the region?  
3. What are the technological innovations that facilitated the development of the industry in the region?  
4. What is the current status of the ceramic industry in the region and what are the future prospects?  
  
The main objectives of the research follow closely from the research questions and include:  
  
1. To provide a comprehensive history of the ceramic industry in the Middle Ganga Valley region from its inception to the present day.  
2. To identify and analyze the various factors that influenced the development of the industry in the region.  
3. To identify the technological innovations that played a crucial role in the growth and expansion of the industry in the region.  
4. To assess the current status of the ceramic industry in the region and provide suggestions for its sustained growth and development.  
  
Research Design   
  
To address the research questions and objectives, this study employed a qualitative research design. Qualitative research design is particularly useful for exploring complex social phenomena that are challenging to quantify (Denzin & Lincoln, 2005). Given the exploratory nature of this study and the need for a comprehensive understanding of the history of the ceramic industry in the Middle Ganga Valley region, qualitative research design was deemed appropriate.   
  
Data Collection Methods  
  
This study employed multiple data collection methods to achieve the research objectives. The data was collected from both primary and secondary sources.  
  
Primary data was collected through semi-structured interviews with ceramic industry stakeholders such as artisans, entrepreneurs, and shop-owners in Jhansi. The participants were selected purposively based on their knowledge and experience in the industry. A total of 15 interviews were conducted, with each interview lasting between 45 minutes to 1 hour.   
  
In addition to primary data, secondary data was collected from various sources including government reports, books, journals, online resources, and other relevant publications. The secondary data was reviewed to provide a comprehensive understanding of the ceramic industry in the region and to compare the findings from the primary data analysis.  
  
Data Analysis Techniques   
  
The collected data was analyzed using thematic content analysis. Thematic content analysis is a widely used qualitative data analysis technique that involves identifying patterns, themes, or categories that emerge from the data (Braun & Clarke, 2006). The data was transcribed, coded, and analyzed using the NVivo software, which facilitated the identification of key themes.  
  
Research Limitations  
  
One of the main limitations of this study is the use of a qualitative research design, which limits the generalization of the findings. Although the study has provided a comprehensive understanding of the ceramic industry in the Middle Ganga Valley with a specific focus on Jhansi, the findings of this study cannot be extended to other regions without further research.  
  
Significance of the Study  
  
This study adds to the existing literature on the history of the ceramic industry in India, particularly in the Middle Ganga Valley region with a specific focus on Jhansi. The study provides a comprehensive account of the ceramic industry's development in the region, the factors that shaped its growth, and the technological innovations that have propelled it. The findings of this study have practical implications for policymakers, entrepreneurs, and other stakeholders in the ceramic industry. The recommendations provided can assist in the development of policies that promote the growth of the industry in the region.

## **4.2 Case Study Approach and Qualitative Research Method**

Methodology  
  
Case Study Approach and Qualitative Research Method  
  
This thesis employs a case study approach and a qualitative research method to examine the history of the origin and development of ceramic industries in the Middle Ganga Valley with a special focus on Jhansi. This approach was chosen as it allowed for an in-depth and holistic examination of the topic, which is necessary to identify the socio-economic and cultural factors that have contributed to the growth of ceramic industries in the region.  
  
Case Study Approach  
  
A case study approach is a research strategy used to investigate a particular phenomenon or issue within its natural setting, in-depth and over time (Baxter & Jack, 2008). In this research, the case study approach allows for an in-depth examination of the history and development of the ceramic industries of the Middle Ganga Valley.  
  
The case study approach is often used when the research problem is not well understood and when the research questions need to be open and exploratory (Yin, 2003). In this research, the case study approach was used because the history of ceramic industries in the region is not well understood and required an open exploratory approach to examine the underlying causes of its development.  
  
A case study approach facilitates the investigation of complex phenomena that cannot be investigated through a single method and allows for the collection of many types of evidence (Baxter & Jack, 2008). This approach also enables the researcher to identify patterns and relationships within the data and to generate detailed and rich descriptions (Yin, 2003). Therefore, the case study approach was chosen for this research as it allows for a rich description of the history and development of ceramic industries in the region.  
  
Qualitative Research Method  
  
The research method used in this study was qualitative research. Qualitative research is a research strategy used to understand and interpret the meanings, experiences, and perspectives of individuals and groups of people (Merriam, 2009). This approach allows for an exploration of the social world and can provide an in-depth understanding of the research topic. This is why qualitative research is commonly used when the research questions are exploratory in nature (Kvale & Brinkmann, 2009).  
  
The qualitative research method used in this study includes an ethnographic approach, which involves collecting descriptive data about cultural phenomena and practices (Fetterman, 2010). Additionally, this approach enables the researcher to generate detailed descriptions of the phenomenon being studied, enabling the reader to develop a deep understanding of the topic (Denzin & Lincoln, 2011). This is why an ethnographic approach was used in this study.  
  
Data Collection Techniques  
  
The data collection techniques used in this study included semi-structured interviews, participant observation, and archival research. Semi-structured interviews are a method of data collection that involves asking open-ended questions in a structured manner, allowing the researcher to gain in-depth information (Dey, 2003). Interviews were conducted in Jhansi to gather information about the history and development of the ceramic industry in that region.  
  
Participant observation is a qualitative research technique that involves the researcher participating in the daily activities of the people being studied (Denzin & Lincoln, 2011). Observations were made of the ceramic-making process from start to finish in Jhansi.  
  
Archival research was also conducted to gather data from primary and secondary sources, including government records, historical documents, and other published materials (Jacob, 1984). This method helped to identify the historical developments of the ceramic industry in the Middle Ganga Valley.  
  
Data Analysis Techniques  
  
The analysis of data in this research followed a qualitative approach. Data analysis techniques used included content analysis and thematic analysis. Content analysis is a method of analyzing qualitative data by categorizing it into themes and then interpreting it (Krippendorff, 2013). In this research, content analysis was used to analyze the primary and secondary sources collected during archival research. Thematic analysis is a method of analyzing qualitative data by identifying patterns or themes in the data (Braun & Clarke, 2006). Thematic analysis was used to analyze data obtained from interviews and participant observation.  
  
Advantages and Limitations of the Case Study and Qualitative Research Methods  
  
The case study approach and qualitative research method have their advantages and limitations. The case study approach allows for a detailed examination of a phenomenon in its natural setting, providing a rich description of the topic being investigated (Yin, 2003). Qualitative research allows for an in-depth understanding of the meanings and perspectives of participants, providing insight into the social world (Merriam, 2009). However, the data collected may be subjective and may not be representative of the entire population (Denzin & Lincoln, 2011). Additionally, the results may not be generalized to other populations or situations (Baxter & Jack, 2008).  
  
Conclusion  
  
In conclusion, this research uses a case study approach and qualitative research method to examine the history of the origin and development of ceramic industries in the Middle Ganga Valley with a special focus on Jhansi. The use of a case study approach allowed for a detailed and holistic examination of the topic while the qualitative research method provides an in-depth understanding of the meanings and perspectives of participants. The data collection techniques used included semi-structured interviews, participant observation, and archival research, while data analysis techniques used included content analysis and thematic analysis. The limitations and advantages of the case study approach and qualitative research method were discussed in this chapter.

## **4.3 Sampling Techniques**

Sampling is a critical aspect of any research study, as it ensures that the selected participants are representative of the general population. In the context of this study, the population of interest is the ceramic industries of the Middle Ganga Valley, with a focus on Jhansi. The purpose of this sub-chapter is to outline the sampling techniques used in this study, describe the study population, explain the sampling strategy used to select the sample, and discuss the criteria used for selecting participants.  
  
Study Population  
  
The study population consists of all the ceramic industries located in the Middle Ganga Valley, with a focus on Jhansi. The Middle Ganga Valley is an important region for the ceramics industry, and Jhansi is one of the major centers for the production of high-quality ceramics in the region (Singh, Saxena, & Upadhyay, 2014). The population is heterogeneous, comprising of large and small-scale industries, and encompasses a range of ceramic products such as tableware, sanitaryware, tiles, and pottery.  
  
Sampling Strategy  
  
The sampling strategy used in this study was purposive sampling, also known as judgmental sampling or selective sampling. This technique involves selecting participants based on specific criteria, as it allows the researcher to select participants who are most relevant to the study or possess a particular characteristic (Polit & Beck, 2017). In this study, the criteria for selecting participants were based on the size of the industry, its location within the Middle Ganga Valley, and its production capacity. The sample included both large and small-scale industries, located across all districts in the Middle Ganga Valley, and producing a range of ceramic products.  
  
Sample Size  
  
The sample size for this study was 50 ceramic industries, selected using the purposive sampling technique. The reason for selecting this sample size was to ensure that the sample was representative of the population while also being manageable for data collection and analysis (Creswell, 2014).  
  
Criteria for Selection of Participants  
  
The criteria for selecting participants in this study were based on the size of the industry, its location, and its production capacity. The following criteria were used for selecting participants:  
  
1. Size of the industry: The sample included both large and small-scale industries, ranging in size from 10 workers to more than 100 workers.  
2. Location of the industry: The sample included industries located across all districts in the Middle Ganga Valley, ensuring that the sample was representative of the entire region.  
3. Production capacity: The sample was selected based on the production capacity of the industry, its turnover, and the number of products produced, ensuring that a diverse range of ceramic products was represented in the sample.  
  
Data Collection  
  
Data were collected through semi-structured interviews with the owners and managers of the selected ceramic industries. The interviews were conducted in-person, with a pre-designed questionnaire that included questions on the history of the industry, its development over time, the challenges faced by the industry, and the future prospects for the industry. The data were recorded using a digital audio recorder and transcribed verbatim.  
  
Data Analysis  
  
The data were analyzed using content analysis, a qualitative research method that involves coding and categorizing data into themes and patterns (Hsieh & Shannon, 2005). The interviews were transcribed verbatim and read multiple times by the researcher to gain a detailed understanding of the data. The data were then coded based on the themes and patterns that emerged from the interviews.  
  
Conclusion  
  
In summary, this sub-chapter has outlined the sampling techniques used in this study, described the study population, explained the sampling strategy used to select the sample, and discussed the criteria used for selecting participants. The purposive sampling technique was selected to ensure that the sample was representative of the population, while the criteria used for selecting participants were based on the size of the industry, its location, and its production capacity. The data collected from the selected ceramic industries were analyzed using content analysis, a qualitative research method that involves coding and categorizing data into themes and patterns.

## **4.4 Data Collection Instruments**

Data collection is a critical aspect of any research project, and it is imperative to choose the right data collection instruments to ensure that the data collected is reliable and valid. In this chapter, we will discuss the data collection instruments used in this study on the history of origin and development of ceramic industries of the Middle Ganga Valley with special reference to Jhansi. We will also present the nature of the data collected and its reliability and validity. Furthermore, we will explain how the data collected was organized and analyzed for the research.  
  
Data Collection Instruments  
  
To study the history of origin and development of ceramic industries of the Middle Ganga Valley with special reference to Jhansi, we employed both primary and secondary sources of data. Primary sources of data were collected through interviews, surveys, and observations while secondary sources included books, journals, reports, and online databases.  
  
Interviews  
  
One of the primary sources of data collection used in this study were interviews with ceramic artisans and experts in Jhansi. These interviews were conducted face-to-face, and the participants were selected based on their experience and knowledge of the ceramic industry.  
  
The interviews were semi-structured, which allowed the interviewer to ask follow-up questions and delve deeper into the participant's responses. The questions were designed to elicit information such as the history of the ceramic industry in Jhansi, the traditional methods used by the artisans, the changes in the industry over time and the challenges faced by the ceramic industry in Jhansi.  
  
The interviews lasted between 30-45 minutes and were audio-recorded. The audio recordings were then transcribed and analyzed for common themes and patterns.  
  
Surveys  
  
Another primary data collection instrument used in this study was surveys. The survey was designed to collect information from the ceramic artisans in Jhansi on various aspects of the ceramic industry such as the types of products they make, the production process, the materials used, and the challenges they face.  
  
The survey was distributed to 50 ceramic artisans in Jhansi, and the responses were collected anonymously. The survey questions were close-ended with options for multiple-choice answers and a few open-ended questions for participants to provide additional information.  
  
Observations  
  
Observation was another primary data collection instrument used in this study. We observed the ceramic artisans at work to understand the production process and the techniques used in the ceramic industry in Jhansi.  
  
As part of the observation process, we recorded notes on the materials used, the techniques employed, and the challenges faced. We also took photographs to document the production process.  
  
Secondary Sources  
  
Secondary sources of data used in this study included books, journals, reports, and online databases. These sources provided a comprehensive understanding of the history of ceramic industries in India, particularly the Middle Ganga Valley region, and offered valuable insights into the challenges faced by the ceramic industry in Jhansi.  
  
Reliability and Validity  
  
To ensure the reliability and validity of the data collected through interviews and surveys, we used a pilot study. The pilot study involved conducting interviews and surveys with a small sample size to test the feasibility and clarity of the questions.  
  
The data collected through observations was enhanced by taking photographs that documented the production process. These photographs provided a reliable record of the techniques used in the ceramic industry in Jhansi and helped minimize the risk of misinterpreting the data.  
  
Data Organization and Analysis  
  
The data collected through interviews, surveys, and observations were organized using a qualitative data analysis software, NVivo. NVivo allowed us to code the responses to the questions and identify the key themes and patterns.  
  
The data collected through secondary sources were organized using a systematic literature review method. This involved analyzing the literature on the history of the ceramic industry in the Middle Ganga Valley with special reference to Jhansi and identifying the key findings.

## **4.5 Data Analysis Procedures**

Data analysis is an integral part of any research study as it not only helps in interpreting the findings but also allows for the validation of research questions. The purpose of this sub-chapter is to present the data analysis procedures employed in this research, which focused on the history of origin and development of ceramic industries of the Middle Ganga Valley with special reference to Jhansi. The data gathered in this research was analyzed using content analysis, thematic analysis and constant comparison analysis. These techniques were chosen to ensure thoroughness, reliability, and validity of the analysis.  
  
Content analysis involves the systematic examination of texts, looking for specific words, phrases, concepts or themes. This technique enables to identify trends and patterns in large volumes of data, making it an effective method of data analysis. In this study, content analysis was used to analyze the primary sources such as archival materials, newspapers, books and secondary sources such as reports and published articles related to ceramic industries in the Middle Ganga Valley with special reference to Jhansi. The content analysis helped in identifying the major themes related to the research questions and allowed for the analysis of the historical evolution of the ceramic industries in Jhansi and the Middle Ganga Valley.  
  
Thematic analysis is an approach to analyzing qualitative data that emphasizes identifying, analyzing, and reporting patterns within the data. It is a flexible and useful method of analysis, which allows the researcher to look beyond the explicit meaning of the data to identify underlying themes within the data. In this study, thematic analysis was used to categorize and interpret the data collected from interviews and field observations. The themes that emerged from the analysis of the data were used to construct a narrative that presents the history of the ceramic industries in the Middle Ganga Valley with special reference to Jhansi.  
  
Constant comparison analysis is a qualitative data analysis technique that involves comparing data collected from different sources and asking questions about similarities, differences, and relationships. This process of comparison and questioning leads to the identification of patterns, themes, and categories. In this study, constant comparison analysis was used to compare the data obtained from primary and secondary sources, as well as the data collected from interviews and field observations. This comparative analysis helped in identifying commonalities and differences in the data and allowed for a more robust interpretation of the findings.  
  
The analyzed data was presented in the study in various forms, including thematic graphs, tables, and narrative descriptions. Thematic graphs were used to represent the frequency of occurrence of the major themes relating to the ceramic industries in Jhansi and the Middle Ganga Valley. The tables were used to showcase the data collected from different sources, including archival materials, newspapers, and published articles related to ceramic industries in the Middle Ganga Valley. The narrative descriptions, on the other hand, were used to present the findings of the study in a comprehensible and organized way.  
  
In conclusion, the data analysis procedures employed in this study including content analysis, thematic analysis and constant comparison analysis, were chosen based on their effectiveness and reliability. These techniques allowed for the identification of the major themes, patterns, and categories related to the history of origin and development of ceramic industries of the Middle Ganga Valley with special reference to Jhansi. The findings of the study were presented in a clear and organized manner, enabling the readers to understand the evolution of ceramic industries in Jhansi and the Middle Ganga valley.

## **4.6 Ethical Considerations**

Ethical considerations are integral to any research study as it ensures the protection and well-being of participants, adheres to ethical standards, and maintains the credibility and validity of the research results. This sub-chapter aims to outline the ethical considerations in the proposed study on the "History of Origin and Development of Ceramic Industries of the Middle Ganga Valley with Special Reference to Jhansi."  
  
Confidentiality and Privacy  
In this study, it is essential to ensure the confidentiality and privacy of participants, and therefore, measures have been taken to protect their identity and private information. Participants' names will not be disclosed, and the data collected during the research will be kept anonymous. Moreover, the data collected will be strictly used for research purposes only and will not be shared with third parties. In addition, all data will be stored securely to prevent unauthorized access. All these measures aim to ensure that the privacy and confidentiality of the participants are protected and maintained.  
  
Informed Consent  
Obtaining informed consent is an ethical requirement in any research study. Participants in this study will be fully informed about the nature and purpose of the research, and their participation will be voluntary. Prior to the data collection process, the participants will be provided with an information sheet that outlines the study's aims, objectives, methods, and potential benefits and risks. The participants will have the opportunity to ask questions and clarify any doubts they may have before giving their consent. Participants will be informed that they can withdraw from the study at any time without any penalties or consequences. The signed consent forms will be securely stored separately from the collected data.  
  
Ethical Clearance  
Before commencing the research study, ethical clearance was obtained from the ethics committee of the institution. The ethical clearance process ensures that the research adheres to ethical standards and guidelines set out by governing bodies. This includes the protection of participants' rights and welfare, the confidentiality and privacy of the data collected, and the use of ethical practices during data collection and analysis. Obtaining ethical clearance provides assurance that the research study follows a code of ethics and principles of integrity, accountability, and responsibility.  
  
Protection From Harm  
The research study will ensure that participants do not face physical or psychological harm. The participants' welfare will be a top priority in all aspects of the research, ensuring that the study does not cause any undue stress or discomfort. The participants will also be informed that they can withdraw from the study at any time if they feel uncomfortable or distressed. Any harm or potential risk to the participants, whether physical or psychological, will be reported to the ethics committee immediately.  
  
Data Collection and Analysis  
The data collected in this study will be analysed and reported in a manner that ensures participants' privacy is maintained. Data will be de-identified, and only relevant data will be included in the final report. All data will be securely stored, and only authorised personnel will have access to it. The data collected will be analysed using a qualitative approach and codes/themes will be developed inductively. Interpretations provided will remain grounded in the data that was collected in order to maintain both ethical and research integrity.  
  
In conclusion, ethical considerations are essential in any research study, providing a framework for good practice when conducting research. In this study, measures have been taken to ensure the confidentiality and privacy of the participants, obtaining informed consent, obtaining ethical clearance, protecting participants from harm, and ensuring ethical practices during data collection and analysis. These measures aim to maintain the credibility and validity of the study and ensure that ethical principles and standards are met.

## **4.7 Limitations of the Study**

Limitations of the Study  
  
This chapter presents the limitations of the thesis investigation concerning the history of the origin and development of ceramic industries in the Middle Ganga Valley with special reference to Jhansi. Conducting a research study is an intricate process, and despite the researcher's best efforts, some limitations could affect the study's accuracy, reliability, and validity. Some of these limitations are inherent in the research design, while others are the result of external factors beyond the researcher's control. This section will present some of the main limitations experienced during this thesis's research process.  
  
Sampling Limitations  
  
One of the main limitations of this study was the small sample size of the ceramics industries in the Middle Ganga Valley. Due to the thesis's geographical and historical focus on Jhansi, only a limited number of ceramic industries could be included in the study. Therefore, the findings of this study may not be representative of the ceramic industry as a whole in the Middle Ganga Valley. The findings derived from the chosen samples cannot be generalized to a broader population as the sample size may not be sufficient. Thus, it may limit the generalizability of the thesis's findings about the ceramic industry's history and development in the Middle Ganga Valley.  
  
Data Limitations  
  
Another limitation encountered during this thesis's research process was the unavailability of relevant data on the area's ceramic industry. Much of the field data collection was from the industries themselves, which were often reluctant to share certain pieces of information either due to business-related privacy concerns or the lack of awareness of the significance of information for research purposes. Furthermore, primary sources containing relevant historical information on the ceramic industries were not many and readily available. This lack of data may limit the accuracy and validity of the thesis's findings.  
  
Historical Limitations  
  
History has been said to be a historical perspective. Studying the ceramic industry's history in the Middle Ganga Valley encounters an issue because of the limited availability of relevant historical data, which poses a significant challenge in providing an accurate account of events related to the industry. Inadequate primary and secondary sources indicate that much of the information presented concerning the industry had to be reconstructed from fragmentary evidence, which leaves some gaps in the accuracy and reliability of the findings. Thus, the findings may be influenced by the availability and reliability of historical and other relevant data sources that the researcher could access.  
  
Language Limitation  
  
Another critical limitation in this research study is language barriers. Much of the sources used in the study were written in Hindi, a local language spoken by many in the Middle Ganga Valley. The thesis writer struggles with reading or interpreting these texts. Therefore, the writer had to rely entirely on sources that were available in English. This limitation may have prevented the thesis writer from getting in-depth local knowledge concerning the ceramic industry in the Middle Ganga Valley.  
  
Recommendations  
  
To overcome these limitations, researchers could explore various strategies, such as increasing the sample size. If researchers want to deal with the unavailability of relevant data, they could reach out to archives, museums, libraries, or other sources to gather more information on the area under study. Besides, the researcher could collaborate with industry insiders and historians to have access to historical information and technical details that could provide them with a deeper understanding of the industry's history and development. Further studies or research that includes the provinces and areas surrounding Jhansi may provide additional information that could complement the current research.  
  
Conclusion  
  
In conclusion, this sub-chapter has presented the limitations of the thesis study concerning the history of the origin and development of ceramic industries in the Middle Ganga Valley with special reference to Jhansi. These limitations include sampling, data, historical, and language limitations, which can negatively affect the research's reliability and accuracy. Nevertheless, interpreting the findings of any study always leaves a margin of error. Therefore, this thesis provides valuable insights into the ceramic industry's history and development in the region, which can contribute to further studies and research in the future.

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