GOVERNEMNT ARTS COLLEGE- (Autonomous), COIMBATORE
DEPARTMENT OF ECONOMICS
MBE- RESEARCH METHODOLOGY
Prepared by Dr. P.R.Ramani, Assistant professor, 9486312525

Unit. I Meaning and definition of Research and Research methodology

- Research is the systematic search. It has been defined as a scientific approach for solutions for problems, improvements in quality and quantity and aversion of uneasy events.
- Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an academic activity and the term should be used in a technical sense.
- William Emory defines Research as "any organised enquiry designed and carried out to provide information for solving a problem"
- The new Oxford English Dictionary defines research is "the scientific investigation into and study of material, sources and others, in order to establish facts and the reach new conclusions".
- Redman and Mory defines, research as "a systematised effort to gain new knowledge''. d) "A careful investigation or inquiry specialy through search for new facts in any branch of knowledge".

- Importance and scope of research methodology

  Knowledge is a kind of power with which one can face the implication of a particular Phenomenon. Research provides the basis for all govt policies in our economic system. Research help us in making predictions. Eg. Natural disasters, Bhopal gas tragedy. Research is equally important in seeking answer to various social problems

  In addition to this, the significance of research can be understood with the following.

  1,To the students desiring a PHD degree.

  2. To Professionals in research methodology, research means a source of livehood.

  3. To Philosophers & thinkers research may mean the outlet for new ideas and insights.

  4. To literary man research means the development of new styles & creative work.

  5. To the intellectuals research mean the generalisation of new theories.

- Types of research

  1. Descriptive Vs Analytical Descriptive research includes Surveys or fact-finding enquiries of different kinds. The major purpose of descriptive research description of the state of affairs as it exist at present. The main characteristics of this method is that the researcher has no control over the variables; He can only report what has happened or what is happening. In Analytical research, the researcher has to use facts or information already available. And he should analyse this to make a critical evaluation, of the material.

  2. Applied Vs Fundamental Research can either be applied (or action) research fundamental (or pure) research Applied Research aims at finding a solution for an immediate problem facing a society or an organisation whereas Fundamental Research is mainly concerned with Generalisation and with the formulation of a theory. 'Gathering knowledge for knowledge' is termed pure research. Research studies concerning natural phenomenon, human behaviour etc are examples of Fundamental Research. But Research aims at certain conclusion facing a concrete social problems is an example of applied Research.

3. Qualitative Vs Quantitative Quantitative Research is based on the measurement of quantity or amount. It is applicable to a phenomenon that is phenomenon relating to or involving quality or kind. Qualitative Research is specialy important in the behavioural sciences were the aim is to discover the underlying motives of human behaviour.
4. Conceptual Vs Empirical Conceptual Research is that related to some abstract ideas for theory. It is generally used by philosophers and thinkers to develop the new concepts or to interpret existing ones. Empirical Researches relies on experiments or observation alone, often without due regard for system of theory. It is data based research coming up with conclusions which are capable of been variable of observation and experiment.
5. One Time Research or Longitudinal Research In the formal case the research is confined to a single time period, whereas the later case the research is carried on over several time periods.
6. Laboratory Research and Field setting Research This classification is based on the environment in which research is carried out.
7. Historical Research is that uses the historical sources like documents remains to study events, ideas of the past. This may include the philosophy of persons and groups of the past.

- Research process

The Research Process is the Paradigm of research project. In a research project there are various scientific activities. The research process is a system of Inter-related activities. Usually research begins with the selection of a problem.
Research is a cyclical process. If the Data do not support the hypothesis, research is repeated again.

C.R. Kothari in his book, "Research Methodology: Methods & Techniques" presents a brief overview of a research process.
Steps in the Research Process.
1. Formulation the Research problem
2. Extensive Literature survey
3. Developing the hypothesis
4. Preparing the research design
5. Determining sample design
6. Collection of Data
7. Execution of the Project
8. Analysis of Data
9. Hypothesis testing
10. Generalisation & Interpretation
11. Preparation of the report.

- Criteria of good research

The success of any Research to a great extent depends on the qualities of the Researcher. The qualities are two fold. 1. General Qualities 2. Particular Qualties
1. General Qualties
a) Scientific attitude The first essential quality is a scientific frame of mind. A researcher should not be prejudiced and biased.

b) Imagination & insight The researcher must possess a high degree of imagination. He should be able to go deeper and deeper into the area of social phenomena and visualise the intangible aspects of society.
c) Perseverance The work of scientific Research requires unlimited courage to face, the difficulties & work patiently.
d) Quick Grasping Power The Researcher should possess the power to grasp the significance of things quickly.
e) Clarity of thinking A good Researcher should have clear idea about terminology used.

Specific Qualities
a) Knowledge of the Subject The researcher should be an expert in the study of the subject. He should read all important texts on the matter and form of clear-cut idea about the subject.
b) Knowledge of the Research Technique The Research worker should also possess an ultimated knowledge of the techniques for solving the problem.
c) Personal Taste A Personal taste in the study to keep a high morale in times of difficulties.
d) Unbiased Attitude The Researcher should maintain an open mind.

- Case study method

The **case study method** is a **learning** technique in which the student is faced a particular problem, the **case**. The **case study** facilitates the exploration of a real issue within a defined context, using a variety of data sources.

Types of case studies
1. Illustrative case studies, 2. Exploratory case studies, 3. Cumulative case studies 4. Critical instance case studies.

Steps in case study method
Step 1: Selection of a case for study.
Step 2: Building of a theoretical framework. ...
Step 3: Collection of data. ...
Step 4: Description and analysis of the **case**.

Advantages of the Case Study Method

1. It turns client observations into useable data.
Case studies offer verifiable data from direct observations of the individual entity involved. These observations make it possible for others, in similar circumstances, to potentially replicate the results discovered by the case study method.

2. It turns opinion into fact.
Case studies provide facts to study because of real-time data. It turn their opinions into information that can be verified by data.

3. It is relevant to all parties involved.
Case studies will be relevant to everyone participating in the process. Participants can further their knowledge growth.

4. It uses a number of different research methodologies.
The case study method involves interviews, direct observation, Case histories, Questionnaires, personal diaries, journals and experimental tasks, such as a memory test.

5. It can be done remotely.
Researchers can collect data remotely, over the phone, through email, and other forms of remote communication. Even interviews can be conducted over the phone.

6. It is inexpensive.
This method involve accessing data can often be done for free. Even when there are in-person interviews or other on-site duties involved, the costs of reviewing the data are minimal.

7. It is very accessible to readers.
The case study method puts data into a usable format for those who read the data and note its outcome.

Disadvantages of the Case Study Method

1. It can have influence factors within the data.
Every person has their own unconscious bias. By controlling how facts are collected, a research can control the results this method generates.

2. It takes longer to analyze the data.
The information collection process through the case study method takes much longer to collect than other research options. That is because there is an enormous amount of data which must be sifted through.

3. It can be an inefficient process.
The deficiencies in the skills of the researcher will end up in collecting incomplete and unwanted data.

4. It requires a small sample size to be effective.
If there are different demographics involved with the entity, or there are different needs. It must be examined, then the case study method becomes very inefficient.

5. It is a labor-intensive method of data collection.
The case study method requires researchers to have a high level of language skills to be successful with data collection.

(Kindly refer to your reference study materails supplied for detailed description)