

# MEANING OF RESEARCH

# WHAT IS RESEARCH ?

- The systematic investigation into and study of materials and sources in order to establish facts
- Research may be very broadly defined as systematic gathering of data and information and its analysis for advancement of knowledge in any subject and reach new conclusions.

who?

where?

when?

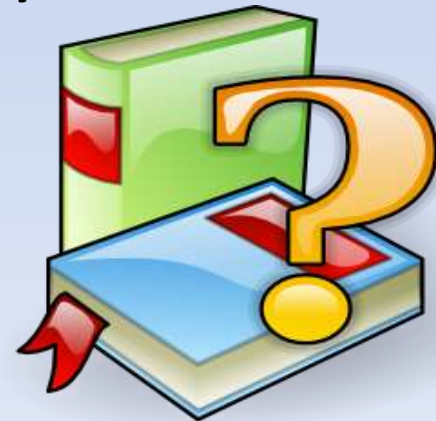
how?

what?

why?

# WHAT IS RESEARCH METHODOLOGY ?

- **Research Methodology** Defined.  
A **research** method is a systematic plan for conducting **research**.
- Sociologists draw on a variety of both qualitative & quantitative **research** methods, including experiments, survey research etc.



# OBJECTIVE OF RESEARCH

# COMMON OBJECTIVES OF RESEARCH



- Research discover solutions to problems .
- The important objective of the research is to discover the hidden truth.
- The foremost objective is to achieve thorough knowledge and also understanding with an observed circumstance.
- The second one is to define the frequency of distinct things.
- The next is to test a statement which is assumed to be genuine and that statement is about the casual relationship between variables.
- The last one is to accurately describe the characteristics of a specific individual or a group or a situation.



# OBJECTIVES OF RESEARCH METHODOLOGY

- To gain **FAMILIARITY** with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulate research studies)
- To portray accurately the **CHARACTERISTICS** of a particular individual, situation or a group (studies with this object in view are known as descriptive research studies)
- To determine the **FREQUENCY** with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies)
- To test a **HYPOTHESIS** of a causal relationship between variables (such studies are known as hypothesis-testing research studies)

# MOTIVE OF RESEARCH



# WHAT MAKES PEOPLE UNDERTAKE RESEARCH ?

- Desire to get a research degree along with its consequential benefits;
- Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;
- Desire to get intellectual joy of doing some creative work;
- Desire to be of service to society;
- Desire to get respectability

# TYPES OF RESEARCH

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- There are five important types of research and those are as follows:
- Descriptive vs. Analytical
- Applied vs. Fundamental
- Quantitative vs. Qualitative
- Conceptual vs. Empirical
- Few other types of research



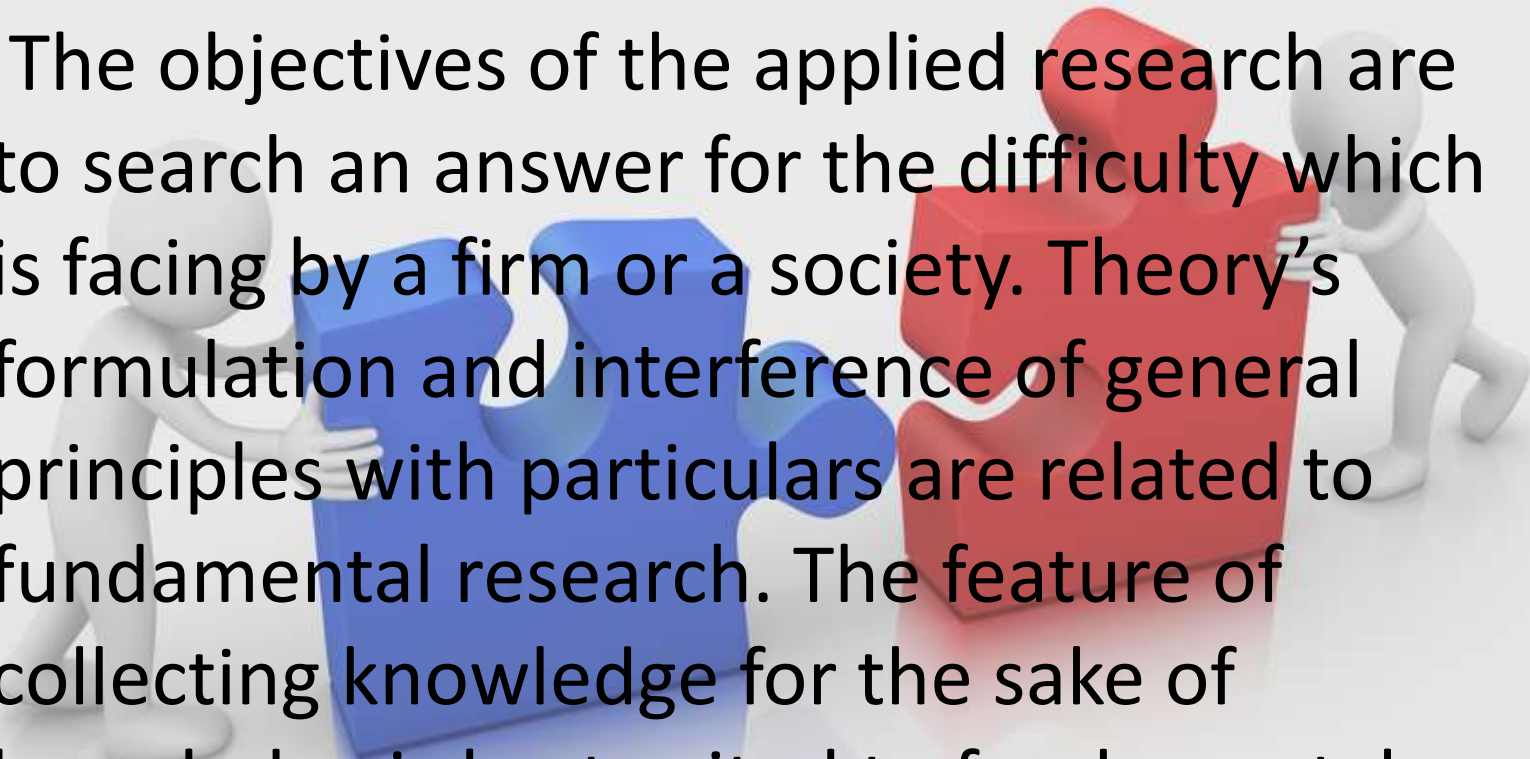
# Descriptive vs. Analytical

The surveys and fact-finding investigations of distinct types come under descriptive research. In analytical research, a researcher has to avail data which already exists and has to make an accurate evaluation



# Applied vs. Fundamental:

- The objectives of the applied research are to search an answer for the difficulty which is facing by a firm or a society. Theory's formulation and interference of general principles with particulars are related to fundamental research. The feature of collecting knowledge for the sake of knowledge is best suited to fundamental research

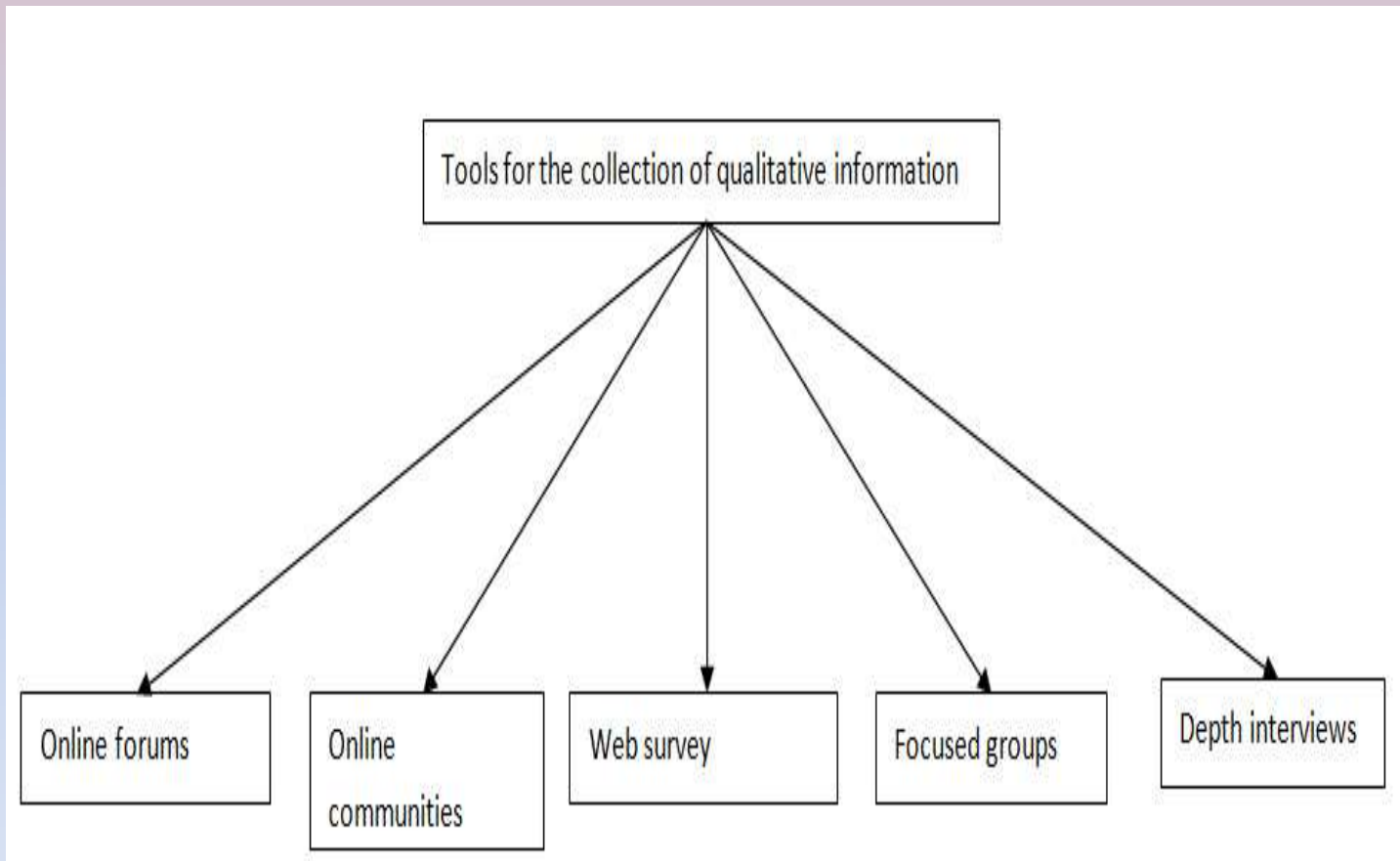


# Quantitative vs. Qualitative:

- Quantitative measurement of few characteristics which are explained in quantities is nothing but the quantitative research. Well, qualitative research is related to the parameter of quality.

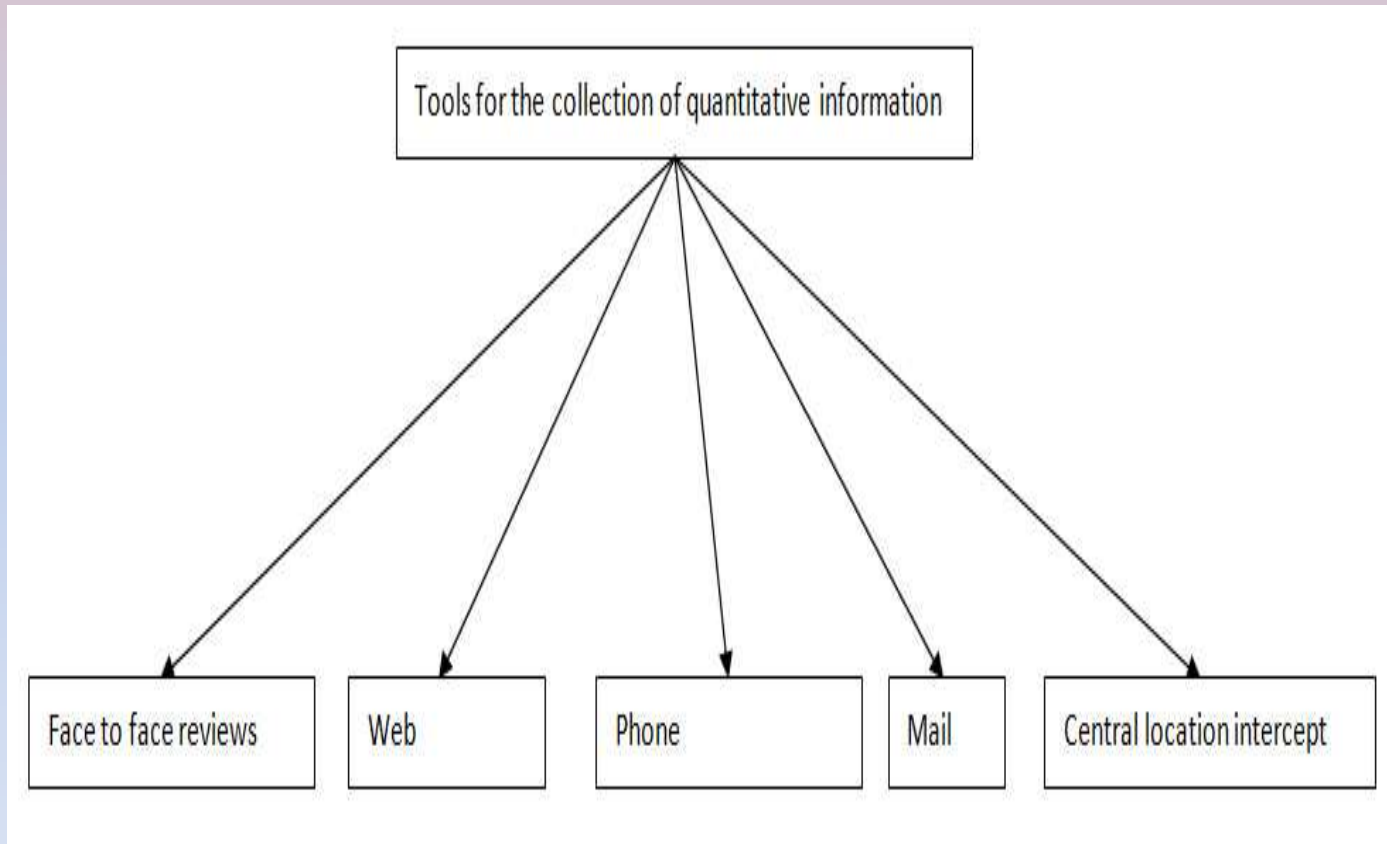


# TOOLS FOR QUALITATIVE RESEARCH





# TOOLS FOR QUANTITATIVE RESEARCH



# Conceptual vs. Empirical:

A magnifying glass with a silver handle and frame is positioned over a stack of colorful folders. The folders are in various colors including pink, purple, blue, green, yellow, and orange. The magnifying glass is focused on the center of the stack, highlighting the text below.

- The conceptual research is concerned with ideas and theories. Empirical research is perfect when we have the proof which explains that few variables generate a change on other variables in some way or the other.

# Few other types of research:

- Other research type includes few changes when compared with the types of research explained above and those changes occur by depending on the current conditions.
- Longitudinal research
- Laboratory research
- Simulation research
- Diagnostic research
- Historical research