

RESEARCH METHODOLOGY

CHAPTER 1

RESEARCH

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Meaning & Definition

Meaning:

Research is the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study.

Definition:

According to Clifford woody, “research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit in formulating hypothesis.”

characteristics

- ▶ **Discovery of new knowledge**
- ▶ **An investigation**
- ▶ **Related with solution of a problem**
- ▶ **Development of generalization of theories**
- ▶ **Based on observations and experimental evidences**
- ▶ **Demands accurate observation and experimentation**
- ▶ **Collection of new data**
- ▶ **Expertise is required in research**
- ▶ **Researcher try to find out answers for unsolved questions**
- ▶ **It should be carefully recorded and reported**
- ▶ **Patience is required**

Objectives

- ▶ To find out new techniques or generalization of old data
- ▶ To find out generalization or conclusion with new data
- ▶ To attempt to arrive at more conclusions
- ▶ To find or resolve contradictions existing
- ▶ To gain familiarity with a phenomenon
- ▶ To test the hypothesis of a casual relationship between variables

Importance

- ▶ Helps in solving societal problems
- ▶ Useful to different sections of society
- ▶ It is helpful to industrial concerns
- ▶ It acts as a basis for Govt. policies

Qualities of a good research

- ▶ **Systematic**
- ▶ **Logical**
- ▶ **Empirical**
- ▶ **Replicable**
- ▶ **Others:**
 - a. **Grounded in a theoretical framework**
 - b. **It is builds on, but also offers something new to previous research**
 - c. **Potential to suggest directions for future research**
 - d. **It addresses directly or indirectly come rea problems**
 - e. **Ethical issues in to consideration**
 - f. **Clearly states variables or constructs to be examined**
 - g. **Its not based on position**
 - h. **It has multiple possible answers**
 - i. **It is simple and manageable**

Qualities of a good researcher

- ▶ Scientific mind
- ▶ Hunter of truth and knowledge
- ▶ Alert
- ▶ Power to understand
- ▶ Well educated
- ▶ Patience

RESEARCH METHODOLOGY

- ▶ According to Dickinson Mc Gaw and George Watson, The procedure by which researcher goes about their work of describing, Explaining, and predicting phenomena are called methodology.
- ▶ **FUNCTIONS:**
- ▶ To Control and dictate the acquisition of data
- ▶ To enclose the data after acquisition and extract meaningfulness from them.

Research process

- ▶ Tentative selection of research problem
- ▶ Initial survey of literature
- ▶ Finalizing the research problem
- ▶ Extensive literature survey
- ▶ Developing the hypothesis
- ▶ Preparation of research design
- ▶ Determination of sample design

Research process

- ▶ **Collecting data**
- ▶ **Execution of project**
- ▶ **Analysis of data**
- ▶ **Testing of hypothesis**
- ▶ **Arriving at generalizations**
- ▶ **Preparation of the reports or presentation of the results**

Types of research

- ▶ Pure research
- ▶ Applied research / action research
- ▶ Social science research
- ▶ Descriptive research
- ▶ Analytical research
- ▶ Quantitative research and qualitative research
- ▶ Empirical research
- ▶ Conceptual research
- ▶ Experimental research
- ▶ Exploratory / Formulative research
- ▶ Creative research
- ▶ Historical research
- ▶ Expository research
- ▶ Ex post facto research
- ▶ Diagnostic research
- ▶ Evaluation research
- ▶ Case study