

Research Methodology: An Introducti on

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Meaning of Research

Research is the search for
knowledge through objective
and systematic
method of finding solution to
a problem.

Thus, research is an original contribution to the existing stock of knowledge making for its advancement.

Objectives of Research

- To gain familiarity with a phenomenon or to achieve new insights into it.
- To portray accurately the characteristics of a particular individual, situation or a group.
- To determine the frequency with which something occurs or with which it is associated with something else.
- To test a hypothesis of a casual relationship between variables.

Types of Research

- Descriptive vs. Analytical
- Applied vs. Fundamental
- Quantitative vs. Qualitative
- Conceptual vs. Empirical

Descriptive Research

It includes surveys and fact-finding enquiries of different kinds. The major purpose is description of the state of affairs at present. The researcher has no control over the variables; he or she can only report what has happened or what is happening.

Analytical Research

In this type of research, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.

Applied Research

It aims at finding a solution for an immediate problem facing a society or an industrial/business organization.

Fundamental Research

It is mainly concerned with generalizations and with the formulation of a theory.

Gathering knowledge for knowledge's sake is termed fundamental research.

Quantitative Research

It is based on the quantitative measurements of some characteristics.
It is applicable to phenomenon that can be expressed in terms of quantities.

Qualitative Research

It is concerned with qualitative phenomenon, i.e., phenomenon relating to or involving quality or kind.

Conceptual Research

It is related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.

Empirical Research

It relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment.

Thank
you