**"Research Methodology"**

**MEANING OF RESEARCH**

**A search for knowledge**

A scientific and systematic search for pertinent information on a specific topic Clifford Woody “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 the formulating hypothesis”

**OBJECTIVES OF RESEARCH**

1. To gain familiarity with a phenomenon or to achieve new insights into it - exploratory or formulate research studies

2. To portray accurately the characteristics of a particular individual, situation or a group- descriptive research studies

3. To determine the frequency with which something occurs or with which it is associated with something else --diagnostic research studies

4. To test a hypothesis of a causal relationship between variables- hypothesis-testing research studies

**MOTIVATION IN RESEARCH**

1. Desire to get a research degree along with its consequential benefits

2. Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates' research

3. Desire to get intellectual joy of doing some creative work

4. Desire to be of service to society

5. Desire to get respectability

**TYPES OF RESEARCH**

Descriptive research includes surveys and fact-finding enquiries of different kinds. Analytical research- the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material. Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organization Fundamental research is mainly concerned with generalizations and with the formulation of a theory Quantitative research is based on the measurement of quantity or amount Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. Conceptual research is that related to some abstract idea(s) or theory. Empirical research relies on experience or observation alone, often without due regard for system and theory

**Research Approaches Qualitative approach Quantitative approach**

Is concerned with subjective assessment of attitudes, opinions and behavior. Quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This approach can be further sub-classified into inferential, experimental and simulation approaches to research.

**Significance of Research**

Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times Research provides the basis for nearly all government policies in our economic system. Research has its special significance in solving various operational and planning problems of business and industry. Research is equally important for social scientists in studying social relationships and in seeking answers to various social problems. To those students who are to write a master’s or Ph.D. thesis, research may mean careerism or a way to attain a high position in the social structure. To professionals in research methodology, research may mean a source of livelihood. To philosophers and thinkers, research may mean the outlet for new ideas and insights. To analysts and intellectuals, research may mean the generalizations of new theories.

**Research Methods versus Methodology**

Research methods may be understood as all those methods/techniques that are used for conduction of research. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods.

**Research Process formulating the research problem**

1. Extensive literature survey
2. Developing the hypothesis
3. Preparing the research design
4. Determining sample design
5. Collecting the data
6. Execution of the project
7. Analysis of data
8. Hypothesis testing;
9. Generalizations and interpretation
10. Preparation of the report or presentation of the results, i.e., formal write-up of conclusions reached

**Questions**

1. Briefly describe the different steps involved in a research process.

2. What do you mean by research? Explain its significance in modern times.

3. Distinguish between Research methods and Research methodology.

4. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.