

E-Content

Research Methods

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Types of Research

1. Based on Application:

Pure and Applied Research

2. Based on Objective:

Descriptive, Exploratory, Correlational and Explanatory Research

3. Based on Enquiry:

Quantitative and Qualitative Research



Based on Application

Pure Research

To generalize or formulate theories or policies. e.g. research on mathematics. This type of research actually challenges the researcher. May or may not have the application at present time or in the future.

Applied Research

To find an immediate solution for a pressing practical problem. e.g. social, economical and political trends in a country. developing a methodology to assess the validity of a procedure.

Most of the research in the social sciences is applied.

In other words, the research techniques, procedures and methods that form the body of research methodology are applied to the collection of information about various aspects of a situation, issue, problem or phenomenon so that the information gathered can be used in other ways – such as for policy formulation, administration and the enhancement of understanding of a phenomenon.

Based on Objectives

Descriptive

attempts to describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, the living conditions of a community, or describes attitudes towards an issue. e.g., what it means to go through a divorce, how a child feels living in a house with domestic violence, or the attitudes of employees towards management.

Correlational

to discover or establish the existence of a Relationship / association / interdependence between two or more aspects of a situation. e.g., What is the relationship between stressful living and the incidence of heart attack?

Based on Objectives

Explanatory

to clarify why and how there is a relationship between two aspects of a situation or phenomenon. This type of research attempts to explain the things. e.g., why stressful living results in heart attacks?

Exploratory

This study is undertaken either to explore an area where little is known or to investigate the possibilities of undertaking a particular research study. When a study is carried out to determine its feasibility it is also called a **feasibility study** or a **pilot study**. A small-scale study is undertaken to decide if it is worth carrying out a detailed investigation.

Based on Enquiry Perspective

Quantitative Research / Structured Research

A study is classified as quantitative if one want to *quantify the variation* in a phenomenon, situation, problem or issue. e.g., How many people have a particular problem? How many people hold a particular attitude? Disciplines as anthropology, history and sociology are more inclined towards qualitative research. The research problem and its solution will be expressed in terms of quantity and hence statistical analysis is adapted in this type of research.

Qualitative Research / Unstructured Research

A study is classified as qualitative if the purpose of the study is primarily to describe a situation, phenomenon, problem or event. e.g., an account of the different opinions people have about an issue, and a description of the living conditions of a community. Subjects as Psychology, epidemiology, education, economics, public health and marketing are more inclined towards qualitative research.

Some other Research Types

Conceptual Research:

related to some abstract idea or theory.
Used by philosophers or thinkers to develop new concepts.

Empirical Research:

based on experiments or experiences.

Based on Time Consumption: -

One time research: restricted to a single time period.

Longitudinal research: conducted over several time period.

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Research Design

A traditional research design is a blueprint or detailed plan for how a research study is to be completed—operationalizing variables so they can be measured, selecting a sample of interest to study, collecting data to be used as a basis for testing hypotheses, and analyzing the results.

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Functions or Need of a Research Design

The function of research design is to provide the collection of relevant information with minimal expenditure of effort, time and money.

Provide detailed information about the following aspects of the study:

Who will constitute the study population?

How will the study population be identified?

Will a sample or the whole population be selected?

If a sample is selected, how will it be contacted?

How will consent be sought?

What method of data collection will be used and why?

In the case of a questionnaire, where will the responses be returned?

How should respondents contact you if they have queries?

In the case of interviews, where will they be conducted?

How will ethical issues be taken care of?

Reference

<https://opentextbc.ca/introductiontopsychology/chapter/2-2-psychologists-use-descriptive-correlational-and-experimental-research-designs-to-understand-behavior/>

<https://www.simplypsychology.org/research-methods.html>

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Thank You

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