

# **INTRODUCTION TO RESEARCH**

**(Meaning, Objectives, Motivation, Types, Need and  
Significance)**

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# RESEARCH MEANING

- 'Research' is composed of two syllables "Re" and "Search".
- 'Re' is a Latin term which means again, afresh or repeatedly.
- 'Search' means try to find out something by looking or otherwise seeking carefully and thoroughly.

## DEFINITION

- Research is the systematic study of facts with intent to seek knowledge on the basis of which certain decision can be made or valid conclusion may be drawn.
- Research is a process whereby any fact(s) are repeatedly, carefully and systematically investigated by the researcher to know the truth.
- The definite sets of methods, steps and procedures are followed to get accurate, true and reliable outcomes of any research.
- Goode defines research as, "Research is ideally the careful unbiased investigation of problem based in so far as possible upon demonstrable facts and involving refined distinction, interpretation and usually some generalization."

## Cont...

- According to Gina Wisker "Research is about asking and beginning to answer questions, seeking knowledge and understanding of the world and its processes, and testing assumptions and beliefs."
- "The systematic investigations into and study of materials, sources etc., in order to establish facts and reach new conclusions. An endeavour to discover new or to collate old facts by the study of a subject or by a course of critical investigation."
- L.V. Redman and A.V.H. Mory in their book on "The Romance of Research" defined research as "a systematized effort to gain new knowledge"
- "Research is a scientific and systematic search for pertinent information on a specific topic" (C.R. Kothari, Research Methodology - Methods and Techniques)
- "A careful investigation or inquiry specially through search for new facts in any branch of knowledge" (Advanced learners Dictionary of current English)

# OBJECTIVES

- ❖ *To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative 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).*

# MOTIVATION IN 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..

## Nature of Social Research

- Research that draws on the social sciences for conceptual and theoretical inspiration
- Motivated by development and change in society (such as rise in worries about security or binge-drinking)
- It employs social scientific ideas to illuminate those changes
- Unlike natural sciences, social sciences lack the power of exact prediction-irregular nature of human behaviour
- Cause and effect are difficult to be segregated

# TYPES OF RESEARCH

## ***Descriptive vs Analytical:***

- *Descriptive research includes surveys and fact-finding enquiries of different kinds.*
- *The major purpose of descriptive research is description of the state of affairs as it exists at present.*
- *In social science and business research we quite often use the term *Ex post facto* research for descriptive research studies.*
- *The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.*
- *Most *ex post facto* research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data.*

## Cont...

- *Ex post facto studies also include attempts by researchers to discover causes even when they cannot control the variables.*
- The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods.
- *In analytical research, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.*

# TYPES OF RESEARCH

## *Applied vs. Fundamental*

➤ Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organisation, whereas fundamental research is mainly concerned with generalisations and with the formulation of a theory. “Gathering knowledge for knowledge’s sake is termed ‘pure’ or ‘basic’ research.”

➤ Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research.

➤ Similarly, research studies, concerning human behaviour carried on with a view to make generalisations about human behaviour, are also examples of fundamental research, but research aimed at certain conclusions (say, a solution) facing a concrete social or business problem is an example of applied research.

## Cont...

- Research to identify social, economic or political trends that may affect a particular institution or the copy research (research to find out whether certain communications will be read and understood) or the marketing research or evaluation research are examples of applied research.
- Thus, the central aim of applied research is to discover a solution for some pressing practical problem, whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.

# TYPES OF RESEARCH

## Quantitative vs Qualitative

➤ Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind.

➤ For instance, when we are interested in investigating the reasons for human behaviour (i.e., why people think or do certain things), we quite often talk of ‘Motivation Research’, an important type of qualitative research.

➤ This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose.

➤ Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques.

## Cont...

- Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research.
- Qualitative research is specially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour.
- Through such research we can analyse the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing.
- It may be stated, however, that to apply qualitative research in practice is relatively a difficult job and therefore, while doing such research, one should seek guidance from experimental psychologists.

# TYPES OF RESEARCH

## Conceptual vs. Empirical

- Conceptual research is that 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.
- On the other hand, empirical research 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.
- We can also call it as experimental type of research. In such a research it is necessary to get at facts first hand, at their source, and actively to go about doing certain things to stimulate the production of desired information.

## Cont...

- In empirical research, the researcher must first provide himself with a working hypothesis or guess as to the probable results.
- He then works to get enough facts (data) to prove or disprove his hypothesis.
- He then sets up experimental designs which he thinks will manipulate the persons or the materials concerned so as to bring forth the desired information.
- Such research is thus characterised by the experimenter's control over the variables under study and his deliberate manipulation of one of them to study its effects.
  
- Empirical research is appropriate when proof is sought that certain variables affect other variables in some way.
  
- Evidence gathered through experiments or empirical studies is today considered to be the most powerful support possible for a given hypothesis.

# SIGNIFICANCE OF RESEARCH

“All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention” is a famous Hudson Maxim in context of which the significance of research can well be understood. Increased amounts of research make progress possible.

*Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organisation.*

## Cont...

- *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.*

## Cont...

### **Other reasons:**

- To those students who are to write a master's or Ph.D. thesis, research may mean a 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 literary men and women, research may mean the development of new styles and creative work;
- To analysts and intellectuals, research may mean the generalisations of new theories.

***Thank You***