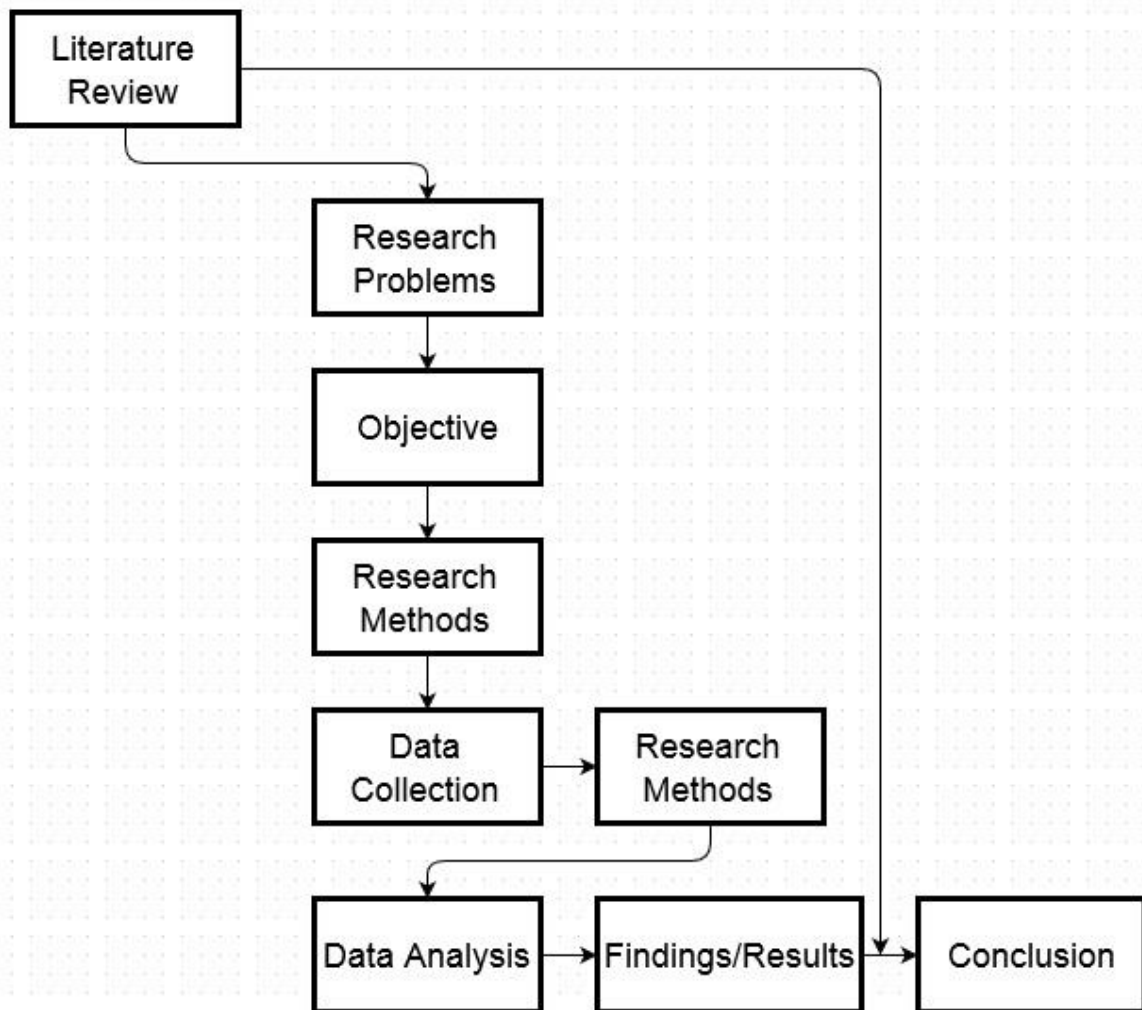


RESEARCH PROCESS



RESEARCH PROCESS IN FLOW CHART

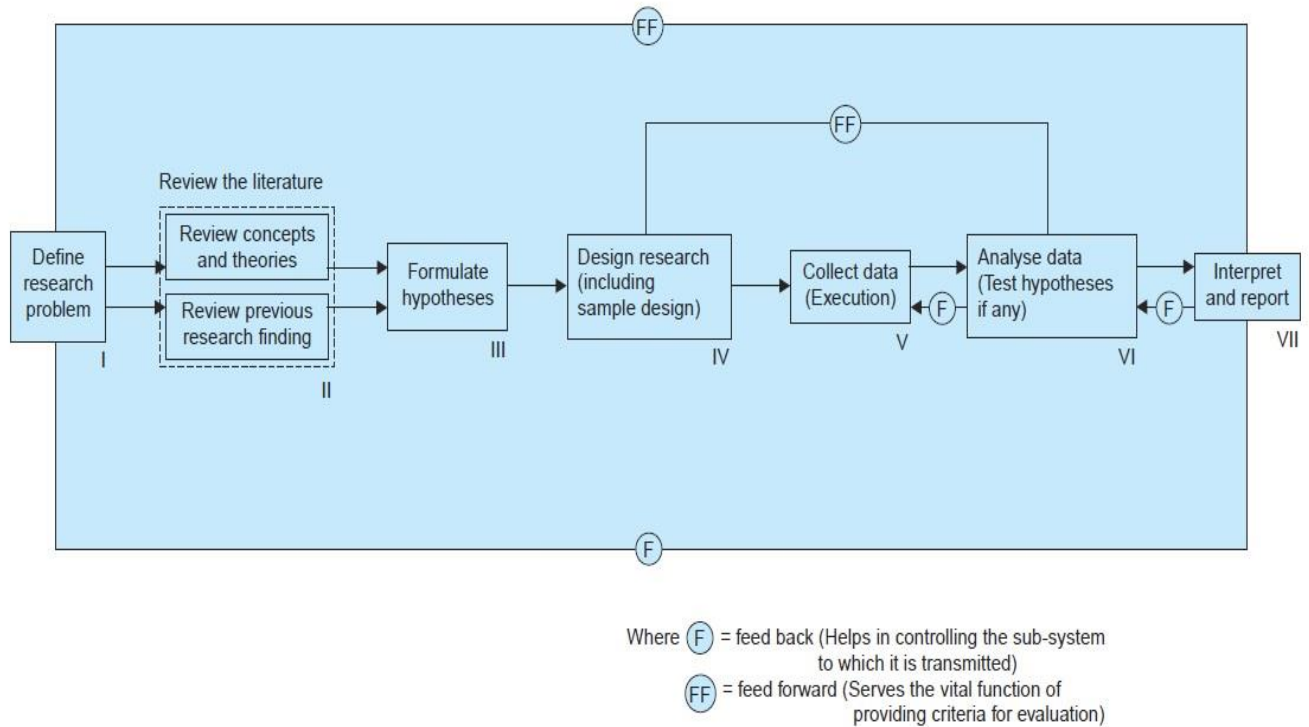


Fig. 1.1

1. Formulating the research problem:
2. Extensive literature survey:
3. Development of hypotheses:
4. Preparing the research design/conceptual diagram/flow diagram:
5. Determining sample design:
6. Collecting the data:
7. Execution of the project:
8. Analysis of data:
9. Hypothesis-testing:
10. Preparation of the report:

Preparing the research design:

- (i) Exploration,
- (ii) Description,
- (iii) Diagnosis,
- (iv) Experimentation.

Some Points must be considered;

- The means of obtaining the information;
- The availability and skills of the researcher and his staff (if any);
- Explanation of the way in which selected means of obtaining information will be organized and the reasoning leading to the selection;
- The time available for research;
- The cost factor relating to research, i.e., the finance available for the purpose.

Research Design Constitutes Some Questions

- (i) What is the study about?
- (ii) Why is the study being made?
- (iii) Where will the study be carried out?
- (iv) What type of data is required?
- (v) Where can the required data be found?
- (vi) What periods of time will the study include?
- (vii) What will be the sample design?
- (viii) What techniques of data collection will be used?
- (ix) How will the data be analyzed?
- (x) In what style will the report be prepared?

Collecting the Data

OBJECTIVES:

- You should know the various data collection methods.
- You must know the advantages and disadvantages of each data collection method.

- You must know where and when you use each method.
- **Data Can Be Collected**
 - In a variety of ways
 - In different settings
 - From different sources
- **When to use what**
 - Facilities available
 - Extent of accuracy required
 - Expertise of the researcher
 - Time span
 - Cost and resources available
- **Methods (Surveying/Questionnaire)**
 - Email (web designed questionnaire)
 - Telephone
 - Interviews (Structured or Unstructured)
 - Administered
 - Personal observation
 - Case-studies (Literature Review)
 - Focus groups with help of foci later
- **Sources Of Data Collection**
 - Primary: Data obtained from original sources and collected especially to ensure the research questions.
 - Secondary: Data obtained from studies made by others for their own purpose.

Research Methodology

Data Collection

- Primary
- Secondary

Primary

- Interviews
- Questionnaires
- Observations
- Measurements
- Experimentation

Secondary

- Existing Data
- Published study
- Case Studies
- Journals
- News
- Books
- Internet