

RESEARCH

Research can be defined as the search for knowledge or any systematic investigation to establish facts.

-OR-

To find something; an issue, problem, or subject.

(AIM) === Objective

- To find
- To determine
- To highlight
- To investigate

TYPES OF RESEARCH

1. Descriptive = 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.
2. Applied vs Fundamental = Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organization, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory.
3. Quantitative and 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.

OTHER TYPES

4. Conceptual
5. One-time research
6. Laboratory research
7. Historical research
8. Conclusion oriented research
9. Decision oriented research

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.

Type	Methods	Techniques
1. Library Research	(i) Analysis of historical records (ii) Analysis of documents	Recording of notes, Content analysis, Tape and Film listening and analysis. Statistical compilations and manipulations, reference and abstract guides, contents analysis.
2. Field Research	(i) Non-participant direct observation (ii) Participant observation (iii) Mass observation (iv) Mail questionnaire (v) Opinionnaire (vi) Personal interview (vii) Focused interview (viii) Group interview (ix) Telephone survey (x) Case study and life history	Observational behavioural scales, use of score cards, etc. Interactive recording, possible use of tape recorders, photographic techniques. Recording mass behaviour, interview using independent observers in public places. Identification of social and economic background of respondents. Use of attitude scales, projective techniques, use of sociometric scales. Interviewer uses a detailed schedule with open and closed questions. Interviewer focuses attention upon a given experience and its effects. Small groups of respondents are interviewed simultaneously. Used as a survey technique for information and for discerning opinion; may also be used as a follow up of questionnaire. Cross sectional collection of data for intensive analysis, longitudinal collection of data of intensive character.
3. Laboratory Research	Small group study of random behaviour, play and role analysis	Use of audio-visual recording devices, use of observers, etc.