RESEARCH

Definition and Components

MEANING OF RESEARCH

Research means:

- Search for knowledge.
- Finding out truth.
- Art of Scientific investigation
- Way of thinking, Critically examining aspects of daily life.
- Fact finding process.
- A movement from the known to unknown.

DEFINITION OF RESEARCH

According to **Clifford Woody (Kothari 1988)** research comprises of ,“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.”

DEFINITION OF RESEARCH

- According to **Redman and Mory** (1923), defined research is a "systematized effort to gain new knowledge".

- In the Encyclopedia of Social Sciences, **D. Slesinger and M. Stephension** (1930) defined research as "the manipulation of things, concept or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art".

CHARACTERISTICS OF RESEARCH

1. **Empirical** – research is based on direct experience or observation by the researcher.

2. **Logical** – research is based on valid procedures and principles.

3. **Cyclical** – research starts with a problem and ends with a problem.

4. **Analytical** – research utilizes proven analytical procedures in gathering data, whether historical, descriptive, experimental, and case study.

5. **Critical** – research exhibits careful and precise judgment.

CHARACTERISTICS OF RESEARCH

6. **Methodical** – research is conducted in a methodical manner without bias using systematic method and procedures.

7. **Replicability** – research design and procedures are repeated to enable the researcher to arrive at valid and conclusive results.

QUALITIES OF A GOOD RESEARCHER

Research Oriented
Efficient
Scientific
Effective
Active
Resourceful
Creative
Honest
Economical
Religious

CASE STUDY RESEARCH

- Case study is a form of qualitative descriptive research that is used to look at individuals, a small group of participants, or a group as a whole.

- "A case study is an **empirical study that investigates** a contemporary **phenomenon in depth and with its** real-life **context" (Yin, 2009, p18)**

DESIGNS OF CASE STUDY

To obtain as complete a picture of the participant as possible, case study researchers can employ a variety of a variety of case study designs. Some common designs include single-case and multiple-case design.

- **Single-case design** – It is where events are limited to a single occurrence. However, the drawback of this design is its inability to provide a generalizing conclusion, in particular when the events are rare.

- **Multiple-case design** - It can be adopted with real-life events that show numerous sources of evidence through replication rather than sampling logic.

PROCESS OF CASE ANALYSIS

1.Read the case thoroughly.

To understand fully what is happening in a case, it is necessary to read the case carefully and thoroughly.

2.Define the central issue.

Many cases will involve several issues or problems. Identify the most important problems and separate them from the more trivial issues. After identifying what appears to be a major underlying issue, examine related problems in the functional areas (for example, marketing, finance, personnel, and so on).

3.Define the firm's goals

Inconsistencies between a firm's goals and its performance may further highlight the problems discovered. At the very least, identifying the firm's goals will provide a guide for the remaining analysis.

4.Identify the constraints to the problem

The constraints may limit the solutions available to the firm. Typical constraints include limited finances, lack of additional production capacity, personnel limitations, strong competitors, relationships with suppliers and customers, and so on. Constraints have to be considered when suggesting a solution.

5.Identify all the relevant alternatives

The list should all the relevant alternatives that could solve the problem(s).

6.Select the best alternative.

Evaluate each alternative in light of the available information. Resist the temptation to jump to this step early in the case analysis.

SURVEY RESEARCH

DEFINITION

- Survey Research may be defined as a technique whereby the researcher studies the whole population with respect to certain sociological and psychological variables.

- E.g., If the researcher wants to study the factors affecting the interest of the students in mathematics..
(questionnaire, students from diff schools)

- Survey Research is a new technique for Social Science Research.

- It is used to study opinions, attitudes and social facts.

TYPES OF SURVEY RESEARCH

- **Personal Interview**
- **Questionnaire Survey**
- **Telephone Survey**
- **Panel Technique**

PERSONAL INTERVIEW

It is a one to one interaction between two people. One is an INTERVIEWER (who asks the questions) and the other one is the INTERVIEWEE (or respondent, who answers the questions).

Types of Interview:

- STRUCTURED
- UN STRUTURED

Questionnaire Survey

- It consists of pre-determined set of questions. In other words, these are HIGHLY STRUCTURED INTERVIEWS.

- Questionnaire is used for collecting demographic info,attitudes, knowledge etc.

Types of questions used in a survey :

1. Open Ended : E.g. What is friendship to you?
2. Close Ended : E.g. Friendship is a) Love b)Family
3. Rating method : From most preferred to the least.

TELEPHONE SURVEY

E.g., TV Programmers asking to send views through SMS.

- ADVANTAGES : Time saving.
- DISADVANTAGES : Reluctance
  Uncooperativeness

PANEL TECHNIQUE

- **Successive interview of the same sample.**
- Purpose is wide and expensive.

- **ADVANTAGE:**

1. Helps the investigator to know the various factors leading to the change
2. More Accuracy and consistency.

- **DISADVANTAGE:**

1.Loss of sample : Urgent work, death, relocation, Migration.

2. Social Desirability.

Advantages of survey research

1. Wide Scope, Great deal of information can be obtained.

2. Inter- disciplinary value.

3. Can study topics like – Attitude, Beliefs, values etc.

4. Maximal Accuracy at Economical rate.

DISADVANTAGES

- **Not In-depth-**Research remains at the survey
- **Practical Problems-** Time Consuming
- **Prone to sampling errors**: Minor fluctuations of chance.
- **Survey research demands-** Expertise, Knowledge on part of the Researcher to conduct a survey, Technical know how.

ANY QUESTION

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