



RESEARCH METHODOLOGY

OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings:

1. 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*)
2. 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*)
3. 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*)
4. To test a hypothesis of a causal relationship between variables (such studies are known as *hypothesis-testing research studies*)



MOTIVATION IN RESEARCH

What makes people to undertake research? This is a question of fundamental importance. The possible motives for doing research may be either one or more of the following:

1. **Desire to get a research degree along with its consequential benefits;**
2. **Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;**
3. **Desire to get intellectual joy of doing some creative work;**
4. **Desire to be of service to society;**
5. **Desire to get respectability.**



TYPES OF RESEARCH

- (i) *Descriptive vs. Analytical: Descriptive research*
- (ii) *Applied vs. Fundamental:*
- (iii) *Quantitative vs. Qualitative*
- (iv) *Conceptual vs. Empirical*
- (v) *Some Other Types of Research*



Significance of Research

- (a) 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;
- (b) To professionals in research methodology, research may mean a source of livelihood;
- (c) To philosophers and thinkers, research may mean the outlet for new ideas and insights;
- (d) To literary men and women, research may mean the development of new styles and creative work;
- (e) To analysts and intellectuals, research may mean the generalizations of new theories.

