

Research Methodology

By

Dr Minakshi Pathak

Dean Physical Education

Course Outlines

- What is Research?
- Research Types
- Qualities for Researcher
- Research Paradigms
- Theory & Research
- Qualitative & Quantitative Methods
- Research Ethics

- References & Bibliography
- Literature Review
- Research Process
- Research questions & Hypothesis
- Measurement & scaling
- Reliability & validity
- Sampling Procedures

- Questionnaire Design
- Research Proposal Writing
- Content Analysis
- Surveys
- Focus Group
- Experimental Methods
- Longitudinal Research

- Participant Observation
- Case Studies
- Using Secondary Data
- Analysis of Qualitative data
- Analysis of Quantitative data
- Research Report Writing

RESERACH

- **Re** ----- **Search**
- **Re** **means** (once more, afresh, anew) **OR** (back; with return to a previous state)
- **Search** **means** (look thorough or go over thoroughly to look something) **OR** (examine to find anything concealed)

Talky CEO wants to launch its
company in Pakistan?

**He is in a process of
Decision Making**

Decision making Needs...

CONVICTION

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graph TD; A[CONVICTION] --- B[There should be no doubts]; A --- C[Knowledge to justify your decisions]; A --- D[Goals achievement];
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**There should be
no doubts**

**Knowledge to
justify
your decisions**

**Goals
achievement**

Research?

Research is an
ORGANIZED and
SYSTEMATIC way of
FINDING ANSWERS to
QUESTIONS.

- **SYSTEMATIC**

because there is a definite set of procedures and steps which you will follow. There are certain things in the research process which are always done in order to get the most accurate results.

- **ORGANIZED**

in that there is a structure or method in going about doing research. It is a planned procedure, not a spontaneous one. It is focused and limited to a specific scope.

- **FINDING ANSWERS**

is the end of all research. Whether it is the answer to a hypothesis or even a simple question, research is successful when we find answers. Sometimes the answer is no, but it is still an answer.

- **QUESTIONS**

are central to research. If there is no question, then the answer is of no use. Research is focused on relevant, useful, and important questions. Without a question, research has no focus, drive, or purpose.

Defining Research

- 1). A collection of methods and methodologies that researchers apply systematically to produce scientifically based knowledge about the social world.

- Methodology:

» Methodology & methods, two terms are often treated as synonyms. Methodology is broader and envelops methods. It is understanding the social-organizational context, philosophical assumptions, ethical principals and political issues of the enterprise of researchers who use methods.

- **Methods:**

- » Methods are set of specific techniques for selecting cases, measuring and observing aspects of social life, gathering and refining data, analyzing data and reporting on results.

Defining Research

2). Research must be systematic and follow a series of steps and a rigid standard protocol. These rules are broadly similar but may vary slightly between the different fields of science.

Research is used as

Basis of knowledge

Alternative to Research

- Authority
- Tradition
- Common sense
- Media myths
- Personal experience

1). Authority

- When you accept something as true just because someone in a position of authority says it is true or it is an authoritative publication, you are using authority **as basis of knowledge.**
- Parents, Teachers, Books.

2). Tradition

- Tradition is a special case of authority-the authority of the past. It means you accept something as being true because “it’s the way things have always been.

3). Common Sense

- You rely on what everyone knows and what “just makes sense”.
- It is about ordinary reasoning.
- It can originate from tradition

4). Media Myths

- Media tends to perpetuate the myths of a culture.

5). Personal Experience

- If something happens to you, if you personally experience it or see it, you accept it as true.

Types of Research

1. Quantitative Research
2. Basic Research
3. Applied Research
4. Longitudinal Research
5. Qualitative Research
6. Descriptive Research
7. Classification Research

Types of Research

1. Comparative Research
2. Explorative Research
3. Explanatory Research
4. Causal Research
5. Theory-testing Research
6. Theory-Building Research
7. Action Research

1). Quantitative Research

- It is based on methodological principals of positivism and neo-positivism
- It adheres to standards of strict research design.
- Statistical analysis is used in it.

2). Basic Research

- **Purpose of gaining knowledge**
- **It advanced understanding about social world**
- **Help in supporting & rejecting existing hypothesis & theories**

3). Applied Research

- Aims at solving specific problems
- Aims at establishing policy programs that will help to improve social life
- Types of applied research are action research, social impact studies, cost-benefit analysis, evaluation research

4). Longitudinal Research

- It involves study of sample at more than one point in time or occasion
- e.g. Trend studies, Panel studies

4A). Cross sectional Research

- It involves study of many cases at one point in time or occasion

5). Qualitative Research

- It is based on methodological principals of phenomenology, symbolic interactionism, hermeneutics.
- It aims at exploration of social world.
- Lazarsfeld: following elements are there....exploration, relationship discovery, establishing construct, testing hypothesis.

6). Descriptive Research

- Usually it forms preliminary study of a research project.
- It aims at describe social events, relations and events.
- It provides background information about an event in question.

7). Classification research

- It aims at categorization of units into groups
- To demonstrate differences
- To explain relationships

8). Comparative Research

- To identify similarities and differences between units at all levels.

9). Exploratory Research

- It aims at gaining information about an issue in hand.

10). Explanatory Research

- It aims at explaining social relations and events.
- To build, test or revise a theory.

11). Causal Research

- It aims at establishing cause and effect relationship among variables.

12). Theory testing Research

- It aims at testing validity of a theory

13). Theory building Research

- To establish and formulate theory

14). Action Research

- It is application of fact findings to practical problem solving in a social situation with a view to improve quality of action within it, involving collaboration and cooperation of researchers, practitioners and laymen.
- It can be situational (diagnose a problem and attempts to solve it), collaborative, participatory (researcher take part in implementation of findings) and self-evaluation (it involves constant evaluation and adjustment of research and practice)