

RESEARCH METHODS

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RESEARCH: MEANING:

- ❖ RE+SEARCH, RE means again, SEARCH means to examine closely and carefully, to test and try.
- ❖ The systematic investigation into study of material and sources in order to establish facts and new research conclusion

DEFINITION OF RESEARCH:

- ❖ “Research is a systematized effort to gain new knowledge”. -Redman and Mory.
- ❖ “Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue”.-John W. Creswell

OBJECTIVES OF RESEARCH:

- ❖ To gain familiarity with a phenomenon or to achieve new insights into it.
- ❖ To portray accurately the characteristics of a particular individual, situation or group.
- ❖ To determine the frequency with which something occurs or with which it is associated with something else.
- ❖ To test a hypothesis of a causal relationship between variables.
- ❖ Find solution to theoretical and practical problems

SIGNIFICANTS OF RESEARCH:

- ❖ Research expands your knowledge base.
- ❖ Research gives you the latest information.
- ❖ Research helps you know what you're up against.
- ❖ Research builds your credibility.
- ❖ Research helps you narrow your scope.

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- ❖ Research teaches you better discernment.
- ❖ Research introduces you to new ideas.
- ❖ Research helps with problem-solving.
- ❖ Research helps you reach people.
- ❖ Research encourages curiosity.

CHARACTERSTICS OF RESEARCH:

- ❖ **Empirical** - Research based on direct experience or observation of the researcher.
- ❖ **Logical**- Research is based on valid procedure and principle.
- ❖ **Cyclical**- Research starts with a problem and ends with a problem

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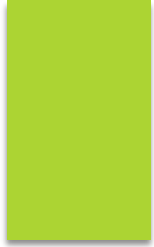
- ❖ **Analytical** - Research utilizes proven analytical procedures in gathering data, whether historical, descriptive, experimental and case study.
- ❖ **Critical** – Research exhibits careful and precise judgement.
- ❖ **Methodical** – Research is conducted in a methodical manner without bias using systematic methods and procedure

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- ❖ **Replicability** – Research design and procedures are repeated to enable the researcher to arrive at valid and conclusion result.
- ❖ **Patience** - Patience is the most important factor in nurturing successful researchers of the new generation.
- ❖ **Flexible** - Qualitative research is flexible. It can change at any stage of the research and based on the change, the course of research might also get changed.

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- ❖ **Reflexivity** - In qualitative research, the researchers share everything about themselves like their background and their purpose of research with the participants.
- ❖ **Controlled** - all variables except those that are tested/experimented upon are kept constant.



*Thank
You!*