

A STUDY OF RESEARCH AND THEIR CLASSIFICATIONS - THE CONCEPTUALIZATION WITH REFERENCE TO SOCIAL SCIENCE RESEARCH AND HUMANITIES.

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Abstract

The word research is derived from the middle french 'recherche' which means 'to go about seeking'. This term is a compounded from 're' + 'search' means finding and discovering. This word was used for the time in 1577. A systematic and scientific approach for information in a particular topic is known as research. It consists of a careful investigation or inquiry for newer facts. The primary purpose of research is to bring to light notions of a particular field of study through the application of a scientific set of ideas.

Research is creative and systematic work undertaken to increase the stock of knowledge. It involves the collection, organization and analysis of evidence to increase understanding of a topic and characterized by a particular attentiveness to controlling sources of bias and error. Research and development is when business gather knowledge to create new products or discover new idea to improve their existing products and services.

Research required to follow a certain sequence procedure which consist of an introduction, overview of the study, Literature review, conceptual aspects, statement of the problem, significance of the study, research questions, research gap, objectives, hypothesis, research methodology.

Key words: Research method, Research methodology, Research gap, Research design, Hypothesis.

Introduction

Research is a search for a knowledge, a systematic and scientific approach for information in a particular topic. It consists of a careful investigation or inquiry for newer facts in any branch of knowledge. It also encompasses manipulation of things, concepts or symbols for the purpose of generalizing, correcting and aiding in the knowledge process.

Research methodology enables researchers to understand the pedagogy of research to make them familiar with the different research methods and techniques used in research students. It assist the researchers in both exploratory and result oriented research students.

Conceptual framework

Research Method

Research is an art of scientific investigation of pertinent on a specific topic. It is defined as the creation of new knowledge and the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This may include synthesis and analysis of previous research to the extent that leads to new and creative outcomes.

Research Methodology

Methodology is the study of research methods which refer to the philosophical discussion of associated background assumptions. It describes the techniques and procedures used to identify and analyze information regarding a specific research. It is a logical, systematic plan to resolve a research problem.

Research Gap

A research gap is a concept or new idea that has not been studied. It is a question or a problem that has not been answered. It is an essential an unanswered question or unresolved problem in a selected field. Research gaps are useful for the advance of science in general. It can be addressed as conducting further studies, experiments or investigations.

Research Design

Research design in business offers a structured and systematic approach to conduct research. It is framework that includes the methods and procedures to collect, analyze and interpret data.

The research design is the ‘backbone’ of the research protocol where research studies are made in a particular way. The quality of research design are attributes, internal validity and external validity.

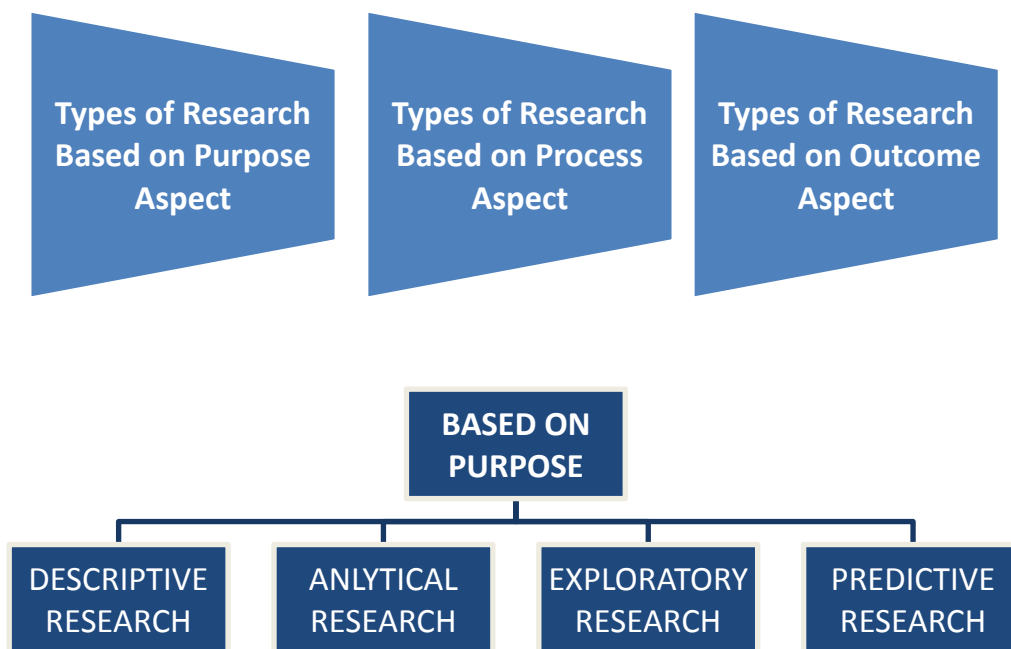
Hypothesis

A specific prediction about what will happen in a particular study is known as hypothesis. It is a powerful, flexible and easy to use library for property-based testing. It is an idea or explanation of something that is based on a few known facts but that has not yet been proved to be true or correct.

Objectives

- (1) To light notions of a particular field of study through the application of a scientific set of ideas.
- (2) To gain familiarity with a particular field of study and development with of newer insights such as:
 - (a) Achieve new insight
 - (b) Develop new theory
 - (c) Generalize the principle
 - (d) Determine relationship between two variables.
- (3) To accurately describe a particular individual, situation or a group
- (4) To test the frequency of an accuracy and its association with allied factors
- (5) To test a hypothesis between variables selected for study

Classification of Research



Analysis of each method

Descriptive Research

Descriptive research includes fact-finding enquiring such as what, why, when, who, how and all. It is a description of the characteristics of phenomena at present. The variables are of independent from the research only have to report what is happening or what has happen. The research uses frequencies, averages and other statistical calculations. It involves survey method of all kinds including comparative and correlational method.

Suitability of Descriptive Research

1. When market researchers want to observe the habits of consumers.
2. When a company wants to evaluate the morale of its staff.
3. When a district authority wants to know the school students will access online lessons rather than textbooks.
4. Understanding the overall health of the employees by enhancing wellness program.

Analytical research

Analytical research mainly carrying out analysis on a phenomena and which involves secondary data. The researcher use facts or information readily available to them in order to analyse to make a critical evaluation of the context. It work within the constraint variables. It also explains existing state of affairs from available data.

Suitability of Analytical research

- (1) Analytical research suits when an organization wants to reduce the absentee rate among employees.
- (2) This research needed to explain why and how foreign Trade balance move in a particular way over time.
- (3) This type of research needed when a researcher wants to the value fluctuations in any country's currency.
- (4) This type of research suits to know the causes and effects of a particular decease and disability.

Exploratory Research

An exploratory research is conducted about a research problem when there are no earlier studies to refer. This research gathers preliminary information that will help to define a problem and suggest a hypothesis. It involves generation of new ideas and assumption, development of tentative theories but conclusions can not be drawn even though it provides direction for future research and techniques.

Suitability of Exploratory Research

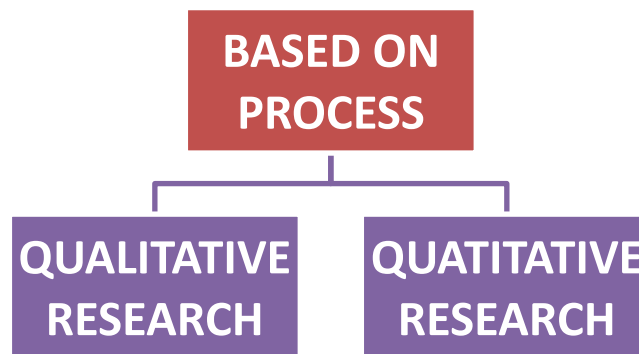
- (1) An interview with an employee can give you more insights to find out the degree of job satisfaction.
- (2) An interview with a subject matter expert of quantum theory can give you an in-depth information on that topic.
- (3) Focus group method in exploratory research helps the researcher study about the group.

Predictive Research

Predictive studies the frequency with which something occurs. In other words it is also known as diagnostic research. The researcher must be able to define clearly, what he/she wants to measure and must find adequate method for measuring with clear cut definition of population.

Suitability of Predictive Research

When a researcher might collect high school data such as grade, extracurricular activities, teacher evaluations, advanced courses taken and standardized test scores in order to predict the rank to the high school.

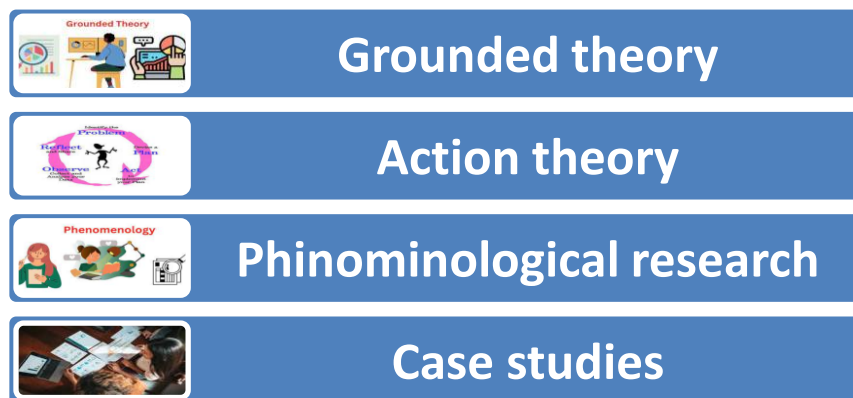


Analysis

Qualitative Research

The study of qualitative phenomena that involves qualitative variables. This type of research finds how people feel or how people think in a given situation. It is important in behaviour sciences. It aims to find motives of human behaviour. The data is in the form of words, pictures and objectives.

Qualitative Research Methods with their suitability



Analysis

Grounded Theory of Qualitative Research:

When a Company wants to improve its brand and marketing strategies. The company performs a grounded theory approach to solving this problem by conducting interviews and surveys with past, current and prospective customers. The information gathered from these methods helps the company understand what type of branding and marketing their customer-base likes and dislikes, allowing the team to inductively craft a new brand and marketing strategy from the data.

Action research of Qualitative Research:

When a manager notice his employees struggle to cooperate on group projects. Manager carefully reviews how team members interact with each other and asks them all to respond to a survey about communication. The survey and study, Manager finds that guidelines for group projects are unclear. After changing the guidelines, He reviews his team again to see if there are any changes to their behaviour.

Phenomenological Research:

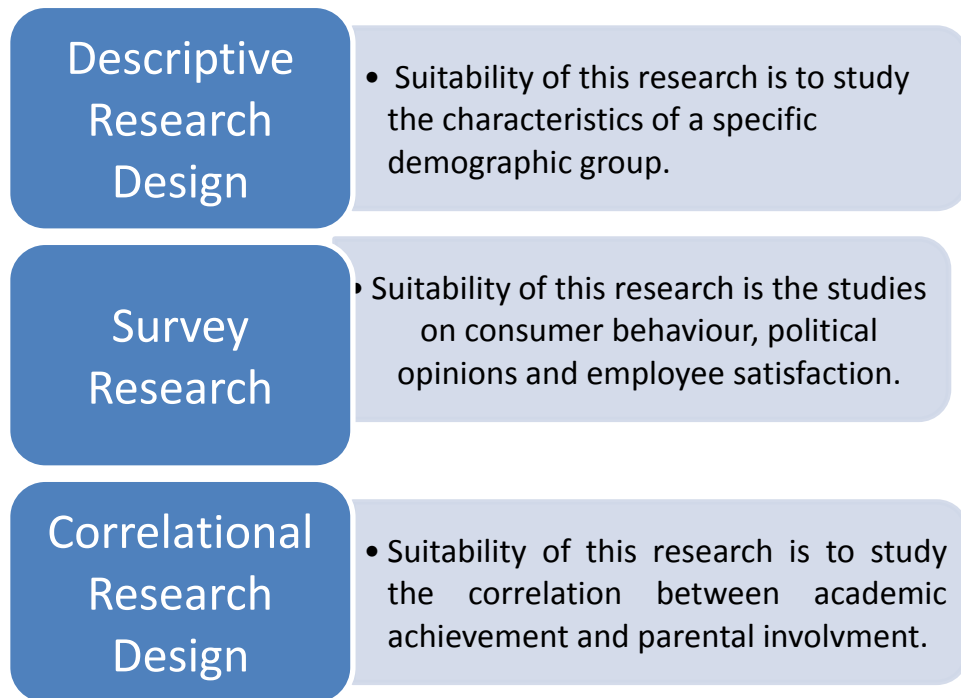
A researcher wants to better understanding of college students with jobs. This research is to gain insights into the pressures of college students who balance studying and working at the same time. A series of interviews with several college students, learning about their past and current situations. Researcher builds a relationship with students later prompting the students to discuss their emotions surrounding both work and college and the difficulties and benefits from their situations.

Case Studies:

A business performs a case study of its competitor’s strategies. This case study aims to show why the company should adopt a specific business strategy. The study looks at each competitor business structure, marketing campaigns, product offerings and historical growth trends. The researcher can theorize how that strategy would benefit their company.

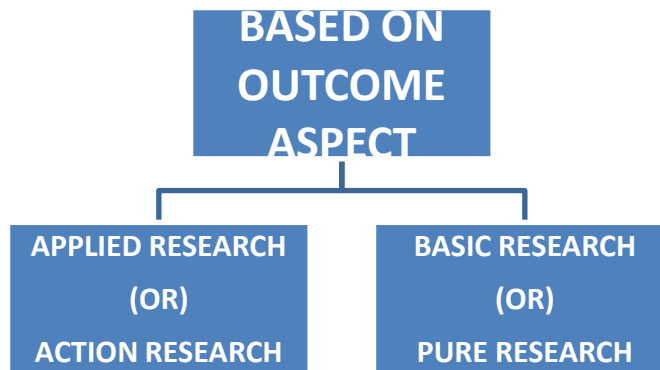
Quantitative Research and its suitability

This type of research is based on the measurement of quantitative variables. It can be expressed in terms of numbers. A researcher may use various numerical data or financial reports.



Distinctions between Qualitative and Quantitative Research

Metric	Qualitative	Quantitative
Purpose	To gain an understanding of underlying reasons and motivations.	To generalize the results from a sample to population of interest based on quantitative data.
Sample size	Usually a small size of sample data	Usually a large size of sample data
Data analysis	Non-statistical data analysis	Statistical data analysis
Illustrations	Focus groups, Individual depth interviews and Group discussion	Survey and Simulations



Applied research (or) Action research and their suitability

This type of research helps to find an immediate solution for the existing problems. It is used to solve a specific problem facing in society or an organization through systematic inquiry. It involves practical application of science and the knowledge.

Basic Research or Pure Research

This research is concerned with generalization and formulation of theory. It is done for the intellectual pleasure on learning. It involves collection and analysis of data to develop theory and have an understanding of theoretical relationship between variables.

Conclusion

Research is about using established methods to investigate a problem in detail with the aim of generating new knowledge. The primary objective of research is to bring to light of a particular field of study by applying scientific set of ideas. A research and its methods enables us to gain familiarity with a particular field of subject and development of newer insights such as achievement of new idea, development of new theory, generalization of principle and determination of relationship between the variables. This enables the researchers to accurately describe a particular individual situation or a group.

The proper method of research help us to test a hypothesis between variables in systematic manner thus, suitable selection of research method and well defined research objectives are the essential components of successful research engagement.

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