

Types and Methods of Research



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Characteristics of Research

- Systematic (A logical sequence of steps)
- Valid and Verifiable (Your findings are correct and may be verified by you and others)
- Empirical (Conclusion drawn are based on evidence collected from real life experiences or observations)
- Critical (The process of investigation must be foolproof and free from drawbacks)



“Method” Vs. “Methodology”

Method:

- Techniques for gathering evidence
- The various ways of proceeding in gathering information

Methodology:

- The underlying theory and analysis of how research does or should proceed, often influenced by discipline



Methodology and Method

“A research *method* is a technique for (or way of proceeding in) gathering evidence“ while "*methodology* is a theory and analysis of how research does or should proceed“

Types of Research



- Research can be classified from three perspectives:
 - *application* of research study
 - *objectives in undertaking* the research
 - *inquiry mode* employed
- Classification based on application:
 - Pure research
 - Applied research

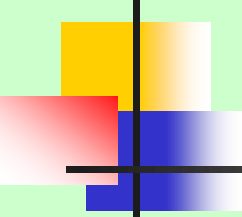
Types of Research



- Classification based on objectives:
 - Descriptive
 - Correlational
 - Explanatory
 - Exploratory

- Classification based on inquiry mode:
 - Structured approach
 - Unstructured approach

Pure Research

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- **Pure research, basic research, or fundamental research** is a research carried out to increase understanding of fundamental principles.
 - Explains how this world operates, what makes things happen, why social relations are a certain way, and why society changes.
 - Source of most new scientific ideas and ways of thinking about the world.
 - Generates new ideas, principles and theories, which may not be immediately utilized; though are the foundations of modern progress and development in different fields.



Basic Research

- + A focused, systematic study or investigation undertaken to discover new knowledge or interpretation and establish facts or principles in a particular field.
- + Aimed primarily at gaining knowledge rather than solving a pragmatic problem.
- + Motive is to increase knowledge about particular phenomena by testing, refining, and elaborating theory without concern for practical application.



Basic Research

Examples of basic research include:

1. Understanding the consumer buying process.
2. Examining the consumer learning process.

Applied Research



- **Applied research** is done to solve specific, practical questions and understanding of a phenomenon.
- Can be *exploratory*, but is usually *descriptive*.
- Can be carried out by academic or industrial institutions.
- Often, an academic institution such as a university will have a specific applied research program funded by an industrial partner interested in that program.



Applied Research

- + Applied research refers to investigation undertaken to discover the application and uses of theories, knowledge, and principles in actual work or in solving problem. In other words , it is any research which is used to answer any specific question, determine why something failed or succeeded, solve a specific problem.



Applied Research

Examples:

1. Evaluating the impact of a training on employee performance.
2. Examining consumer response to direct marketing program.

Descriptive Research



- Classification based on objectives:
 - Descriptive
 - Correlational
 - Explanatory
 - Exploratory
- Descriptive research also known as statistical research, describes data and characteristics about the population or phenomenon being studied.
- Prior to writing descriptive research, is to conduct a survey investigation.
- Deals with everything that can be counted and must have an impact to the lives of the people around you.



Correlational Research


- Correlational research tests for statistical relationships between variables.
- The researcher begins with the idea that there might be a relationship between two variables.
- She or he then measures both variables for each of a large number of cases and checks to see if they are in fact related.

Correlational Research



- For example, imagine that a health psychologist is interested in testing the claim that people with more friends tend to be healthier. She surveys 500 people in her community, asking them how many friends they have and getting some measure of their overall health.
- He or she then makes a graph showing the correlation between these two variables.

Explanatory Research

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- Explanatory research attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon.
 - Attempts to identify the actual reasons a phenomenon occurs.
 - An example of explanatory research would be a study that finds that Christian couples are twice as likely to divorce as Jewish couples.



Exploratory Research

- Exploratory research is conducted into an issue or problem where there are few or no earlier studies to refer to.
- Focus is on gaining insights and familiarity for later investigation.
- Data is often quantitative and statistics applies.
- Used to identify and obtain information on a particular problem or issue.

Structured Approach of Research



- Classification based on inquiry mode:
 - Structured approach
 - Unstructured approach
- Structured approach to inquiry is usually classified as *quantitative research*.
- Everything that forms the research process- objectives, design, sample, and the questions that you plan to ask of respondents- is predetermined.

Structured Approach of Research



- Appropriate to determine the *extent* of a problem, issue or phenomenon.
- Addresses the problems such as:
 - how many people have a particular problem?
 - How many people hold a particular attitude?

Unstructured Approach of Research



- The unstructured approach to inquiry is usually classified as *qualitative research*.
- More appropriate to explore the *nature* of a problem, issue or phenomenon *without quantifying it*.



Unstructured Approach of Research

- Common examples include:
 - An account of different opinions different people have about a product or an issue.
 - description of working condition in a particular industry.