

# Concept and Types of Research

Dr. Ghazala Shaheen  
Guest Faculty  
Vanijsa Mahavidyalaya



## Meaning:

*Research* can be defined as the search for knowledge or any systematic investigation to establish facts.

- ❖ Research is a systematic, scientific and careful enquiry or examination to discover new information about something or to establish new relationship between things, or to expand or verify existing knowledge for some specified purpose.
- ❖ Research is an systematic , controlled, empirical and critical investigation of hypothetical proposition about the presumed relations among natural phenomena.----- Kerlinger



## Objectives or purpose of Research

- ❖ To extend knowledge
- ❖ To put light on hidden facts or mysteries.
- ❖ Generalization of laws
- ❖ To verify and tests the existing facts and theories
- ❖ Finding solution to problem



# TYPES OF RESEARCH

## Descriptive & Analytical Research

**Descriptive Research** is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present.


Researcher has no control over the variables.

Report what has happened or what is happening.

To discover causes.

**Example:-**A student of Management pursue ea research on customer preference about a product or service.

**Frequency of shopping.**


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- ▶ **Analytical Research** is primarily concerned with testing hypothesis and specifying and interpreting relationships, by analyzing the facts or information already available.
  - ▶ **Example-** Research on a company's financial performance over long times.



## **Applied & Fundamental Research**

**Applied Research or Action Research is carried out to find solution to a real life problem requiring an action or policy decision.**

Applied or practical projects impact directly on health, wealth, or culture (art, recreation...), or on development of a method.



**Fundamental Research which is also known as basic or pure research is undertaken for the sake of knowledge without any intention to apply it in practice.**

**It is undertaken out of intellectual curiosity and is not necessarily problem-oriented.**

- ▶ Example- relating to natural phenomenon or relating to pure mathematics.



## **Quantitative & Qualitative Research**

**Quantitative Research** is employed for measuring the quantity or amount of a particular phenomena by the use of statistical analysis.

**Qualitative Research** is a non-quantitative type of analysis which is aimed at finding out the quality of a particular phenomenon.



## **Conceptual & Empirical Research**

**Conceptual Research** is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.

**Empirical Research** is a data based research which depends on experience or observation alone. It is aimed at coming up with conclusions without due regard for system and theory.



## Some other types of research..


📌 **One-time Research** – Research confined to a single time period.


📌 **Longitudinal Research** – Research carried on over several time periods.

It's a correlation research study that involves repeated observations of the same item over long period of time – often many decades.

Longitudinal research studies are often used in psychology to study developmental trends across the life span.

**E.g. :** In medicine the design is used to uncover predictors of certain diseases.



 **Diagnostic Research** – It is also called clinical research which aims at identifying the causes of a problem, frequency with which it occurs and the possible solutions for it.

**E.g. Researches done by doctors on a crucial disease.**



**Experimental Research** – It is designed to assess the effect of one particular variable on a phenomenon by keeping the other variables constant or controlled.

Experimental research is commonly used in sciences such as sociology and psychology, physics, chemistry, biology and medicine etc.





📌 **Historical Research** – It is the study of past records and other information sources, with a view to find the origin and development of a phenomenon and to discover the trends in the past, in order to understand the present and to anticipate the future.

📌 The historical method of research applies to all fields of study because it encompasses their: origins, growth, theories, personalities, crisis, etc. Both quantitative and qualitative variables can be used in the collection of historical information. For example, a researcher may chose to answer questions about the development of school.



# Exploratory Research

- ▶ **It is the preliminary study of an unfamiliar problem, about which the researcher has little or no knowledge.**
- ▶ **It is aimed to gain familiarity with the problem, to generate new ideas or to make a precise formulation of the problem. Hence it is also known as formulative research.**

Any research starts with a exploratory research that's a basic step. Descriptive Research as the name suggest, is done in detail and is based on the exploratory research.



# Conclusive research

- ▶ It is more formal and structured than exploratory research.
- ▶ The conclusive research is designed to test specific hypothesis and examine specific relationship.

Conclusive research is conducted to draw some conclusion about the problem. It is essentially, structured and quantitative research, and the output of this research is the input to management information systems (MIS).



# Casual Research

- ▶ Causal Research explores the effect of one thing on another and more specifically, the effect of one variable on another.
- ▶ The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan.
- ▶ For example, if a clothing company currently sells blue denim jeans, causal research can measure the impact of the company changing the product design to the colour white.
- ▶ Following the research, company bosses will be able to decide whether changing the colour of the jeans to white would be profitable.