

# **RESEARCH METHODOLOGY**

## **LECTURE-3**

### **TYPES OF RESEARCH**

#### **Descriptive Research:**

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term Ex post facto research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. Ex post facto studies also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods.

#### **Exploratory Research:**

Exploratory research investigates problems that are not clearly defined. It is conducted to gain insight and knowledge about the existing problem, however, exploratory research does not provide a conclusive answer to these problems. Here, a researcher starts with an idea that is general in nature and uses this as a means to recognize issues that can become the focus for future research. An important feature of exploratory research is that the researcher should keep an open mind and be willing to change the direction of their research as they collect more and more insightful data. Exploratory research uses grounded theory approach is also known as interpretive research because it aims to answer questions such as: what is happening?, why is this happening?, how is this happening?

#### **Quantitative and Qualitative Research:**

Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity.

Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behaviour (i.e., why people think or do certain things), we quite often talk of 'Motivation Research', an important type of qualitative research.

This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose.

Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research.

Qualitative research is specially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour. Through such research we can analyse the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing. It may be stated, however, that to apply qualitative research in practice is relatively a difficult job and therefore, while doing such research, one should seek guidance from experimental psychologists.