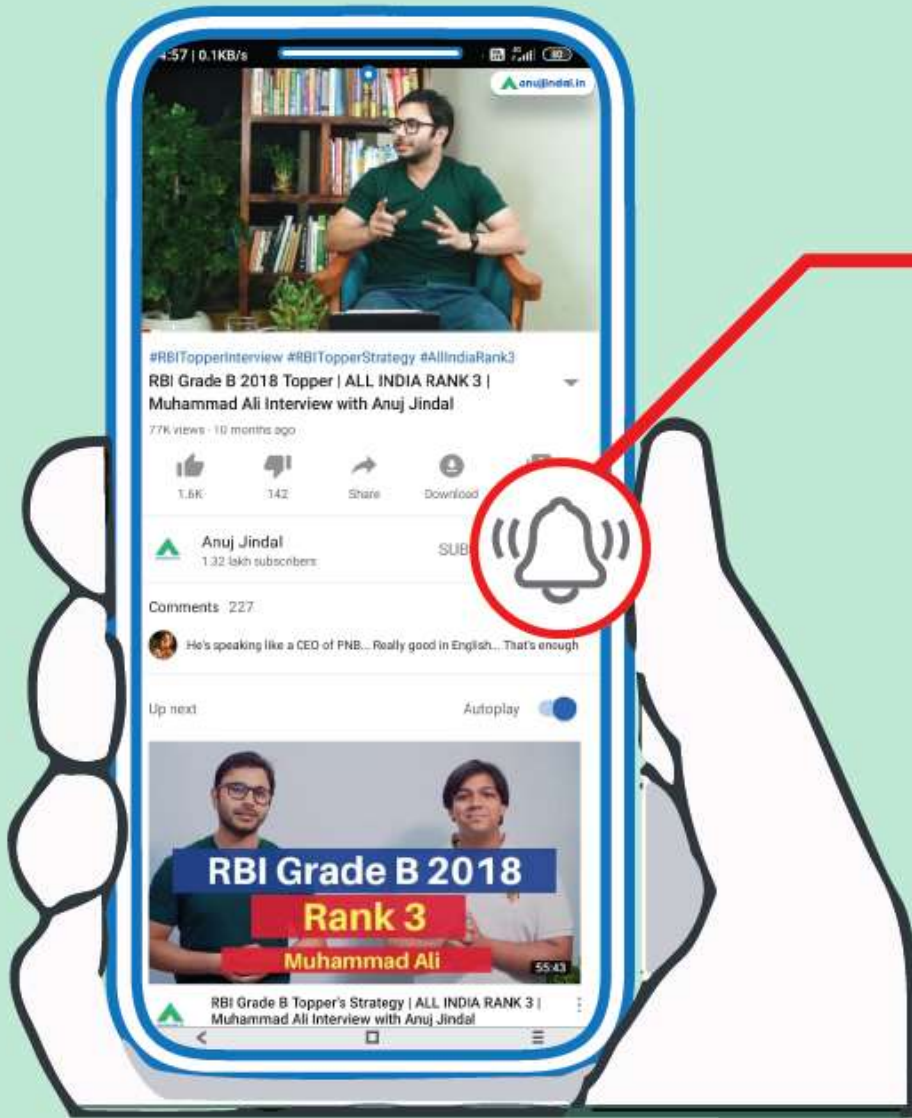




Methods of Research

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Methods of Research

RESEARCH METHODS AND APPROACHES TO RESEARCH

2.1 Methods of Research

2.1.1 Experimental Research

- This method is based on logics, objective, systematic and controlled investigations.
- The purpose of the method is to predict and control phenomena and check the probability and relationship among selected variables. Therefore, variables are easily controlled and manipulated.
- This method is important in showing cause and effect relationships among the selected variables.
- The experiment method is usually done in Laboratories.
- The standardized tests are the data collection tools of this method.

2.1.2 Observational Method

- It focuses on the idea of observation.
- It includes viewing and recording the actions and behaviors of participants.
- Observations are generally done in natural settings and surroundings.
- It's a systematic method and helps in laboratory investigation.
- This method focuses on observing the participants.
- This method answers the question 'what' or 'how' than 'why'.
- The variables cannot be manipulated/controlled or we can say the phenomenon or behavior can't be influenced.

2.1.3 Survey Method

- It is a method used for collecting data from a selected group of respondents to extract information on various topics of interest.
- It uses standardized procedures.
- This method has two types of surveys: Cross-Sectional Survey and Longitudinal Survey.
- The cross-sectional survey means collecting information from a sample drawn from a predetermined population. It is conducted at one point in time.
- The longitudinal survey means information is collected at different points in time in order to study changes over time.

Modes of data collection:

- Mail Surveys: In this type the data are collected by mail. The questionnaires are sent to every participant of the sample with a request to complete it and returned by a given date.
- Telephone Surveys: In this type the survey is taken via telephone where the researcher asks questions from the respondents to complete his/her survey.
- Personal Interviews: The researcher conducts face to face interviews with the respondents.

2.1.4 Case Studies Method

- This method is used to conduct the in-depth or detailed study of an individual or groups.
- It is qualitative in nature and does extensive study.
- It is not used to determine cause and effect relationship.
- It focuses on description, illustration and exploration of a given phenomenon.
- It is narrow, focuses on high level of details and can be both subjective and objective in nature.