

# WELCOME



# Research Methodology

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November 28, 2016

# Meaning of Research

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Research is an art of scientific investigation. The Advanced Learners Dictionary of Current English lays down the meaning of research as a careful investigation or inquiry specially through search for new facts in any branch of knowledge.

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2. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

# Types of Research

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## Quantitative Vs. Qualitative

1. Quantitative research is based on the measurement of quantity or amount.
2. It is applicable to phenomena that can be expressed in terms of quantity.
3. Qualitative research, is concerned with qualitative phenomenon, For instance, when we are interested in investigating the reasons for human behaviour (i.e., why people think or do certain things),

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## Significance of Research

1. All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention
2. Increased amounts of research make progress possible. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organisation.
3. The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times. The increasingly complex nature of business and government has focused attention on the use of research in solving operational problems.

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2. The plight of cultivators, the problems of big and small business and industry, working conditions, trade union activities, the problems of distribution, even the size and nature of defence services are matters requiring research.
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4. To philosophers and thinkers, research may mean the outlet for new ideas and insights;
5. To literary men and women, research may mean the development of new styles and creative work.

# Research Methodology Vs. Methods...

*Thank You*