



TYPES OF RESEARCH

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Types of Research

Application Mode	Pure vs Applied research	Example: Finding best way of measuring people's attitude.
Objective Mode	Descriptive, Correlational, Explanatory or Exploratory	Example : Living conditions of a community
Enquiry Mode	Structured (quantitative) vs Unstructured (qualitative)	Example: A fixed questionnaire vs open-ended interviews.

Application mode

Pure

- Developing a new instrument or technique

Applied

- Collection of information about various aspects of a situation so that it may be used in other ways

Objective Research

Descriptive

Correlational

Explanatory

Exploratory

Descriptive Research

The researcher does not control any variable, and can only observe and report what has happened or what is happening.

Enquiry Mode

Structured Approach (Quantitative)

- Everything that forms the research process — objectives, design, sample, and the questions you plan to ask — is predetermined.

Unstructured Approach (Qualitative)

- It allows flexibility in all these aspects.

Examples of Objective Research

Attitude of nurses towards death and dying

Problems faced by new immigrants

Stressful living and the incidence of heart attacks

Impact of technology on employment

Why does stressful living result in heart attacks?

Why do some people migrate while others do not?

Descriptive vs. Analytical

- Descriptive: Researcher has no control over the variables, he can only report what has happened or what is happening
 - Frequency of shopping, uses survey methods
- Analytical: no survey, analyse facts/information already available

Applied vs. Fundamental

- Applied: Finding solutions for an immediate problem the society is facing
- Fundamental: Generalization for formulation of a theory

Qualitative vs. Quantitative

- Qualitative: words and descriptions — interviews, observations, open-ended answers
- Quantitative: numbers and measurement — data analysed statistically

Conceptual vs. Empirical

- Conceptual: deals with abstract idea
- Empirical : Relies on experience or observation alone.

	Fundamental	Applied
<i>Purpose</i>	Expand knowledge of fundamental processes and principles Results in universal principles relating to the process and its relationship to outcomes Findings of significance and value to society in general	Improve understanding of a specific practical problem Results in solution to problem New knowledge limited to problem Findings of practical relevance and value to practitioners and organizations
<i>Context</i>	Undertaken by people based in universities Choice of topic and objectives determined by the researcher Flexible time scales	Undertaken by people based in a variety of settings including organizations and universities Objectives negotiated with originator Tight time scales

Considerations in selecting a research problem

Interest

Magnitude

Level of expertise

Relevance

Availability of data

Ethical issues

Significance

Provides basis for nearly all government policies

Solves operational and planning problems of business and industry

A formal training which helps one to understand the new developments in one's field

Why is productivity in Japan so much higher than in India?

- Ambiguities?

Ambiguities

- Which productivity?
- What industry?
- What period of time?

Narrow down the question

What factors were responsible for the higher labour productivity of Japan's manufacturing industries during the decade 1971 to 1980 relative to India's manufacturing industries?

Subjects Topics

Animal rights	If zoos are cruel rather than educational
	If testing medical procedures/drugs on animals should be increased or decreased
Education	If schools should run year-round
	If advanced placement high school classes should be eliminated
English	If English should be India's official language
	If bilingual education is valid
Gambling	If casino gambling should be made illegal in India
	Whether compulsive gambling is a disease, not a moral weakness
Health	Whether the government should increase funding for rare, so-called "orphan" diseases
	If hepatitis testing should be mandated for all healthcare workers
Voting	If 'one nation, one election' should be adopted
	If voting should be mandatory