

Research ?

- What ? ----- Purpose
- Why ? ----- Research Question
- Where ? ----- Place
- When ? ----- Time dimension
- How ? ----- Methodology

What is Research?

- Research is the systematic process of collecting and analysing information (data) in order to increase our understanding of the phenomenon with which we are concerned or interested.
- Research involves three main stages:
 - planning**
 - data collection**
 - analysis.**

What is research?

- Research= **Re+search**
- Process must be replicable (**Reliability**)
- Process must generate information that answers the research problem (**Validity**)

Meaning

❖ **Research is an endeavor to discover answers to intellectual and practical problems through the application of scientific method.**

❖ **“Research is a systematized effort to gain new knowledge”.**

-Redman and Mory.

❖ **Research is the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested.**

Objectives of Research

❖ The purpose of research is to discover answers through the application of scientific procedures.

❖ The objectives are:

➤ To gain familiarity with a phenomenon or to achieve new insights into it – **Exploratory or Formulative Research.**

➤ To portray accurately the characteristics of a particular individual, situation or a group – **Descriptive Research.**

➤ To determine the frequency with which something occurs or with which it is associated with something else – **Diagnostic Research.**

➤ To test a hypothesis of a causal relationship between variables – **Hypothesis-Testing Research.**