

# NEED FOR RESEARCH

♪ **EXPLORATION**

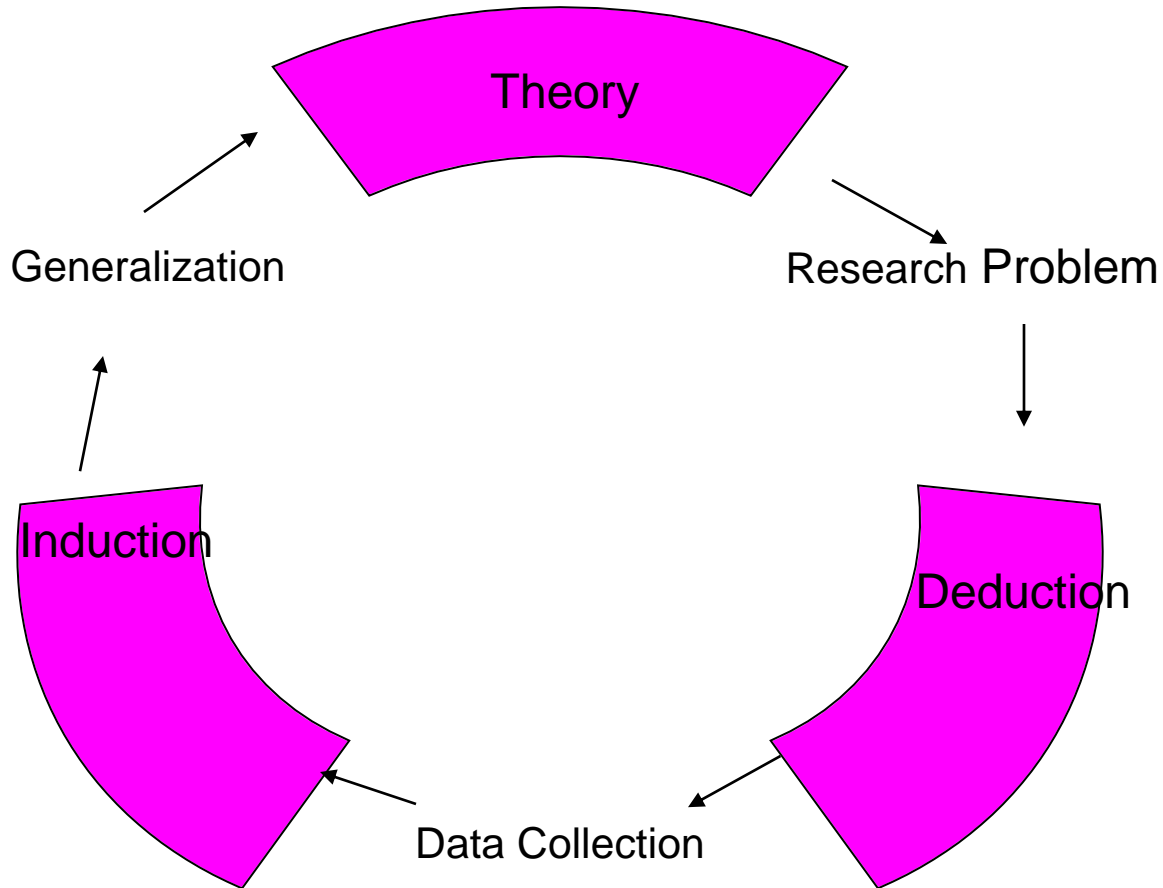
♪ **DESCRIBE**

♪ **DIAGNOSE**

♪ **HYPOTHESIS**

♪ **INDUCTIONS AND DEDUCTIONS**

# Research Process



# The Research Process

- Originates with a question or problem.
- Requires a clear articulation of a goal.
- Follows a specific plan of procedure.
- Usually divides the principal problems into more manageable sub-problems (hypotheses), which guide the research.
- Accepts certain critical assumptions.
- Requires collection and interpretation of data to answer original research question.

# What is Social Research?

- It is research involving social scientific methods, theories and concepts, which can enhance our understanding of the social processes and problems encountered by individuals and groups in society.
- It is conducted by sociologists, psychologists, economists, political scientists and anthropologists.
- It is **not** just common sense, based on facts without theory, using personal life experience or perpetuating media myths.