importance of communication research and mass media research. Elements of communication research will also be enumerated in unit - 13.

2.3 VARIOUS TYPES OF RESEARCH

In the first unit of this block we have discussed the meaning and definition of research. Now let us discuss the types of research –

2.3.1 Descriptive versus analytical

Descriptive research includes surveys and fact finding enquiries of different types. The main objective of this type of research is to describe the state of affairs as it exists at present. In social sciences research we use the term "ex-post facto research" for descriptive research study. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is going on. In this type of research, all kinds of survey method are utilized including comparative and co- relational method. On the other hand, the researcher has to use facts and information which are available and after collecting these data the researcher can analyse and make a critical evaluation on the materials in the method of analytical research.

2.3.2 Applied research and fundamental research

A research can either be an applied research or a fundamental one. Applied research is based on action and the main objective of this research is to find a solution for an immediate problem facing the society, media industry or business organization.

On the other hand, fundamental research is mainly concerned with generalization and with the formulation of a theory. Pauline V. Young in his book "Scientific Social Survey and Research" defines that "gathering knowledge for knowledge's sake is termed 'pure' and 'basic' research."

As discussed above, applied research aims at certain conclusion or solution of a concrete social or business problem. On the contrary, a research study on the human behaviors and media behaviour is a fundamental research.

done, we can categorize the approaches into two – field setting research or laboratory research or simulation research. Research can as well be understood as clinical or diagnostic research. This research generally follows the case study method or in depth approaches to reach the basic casual relations. Again, we can say that a research may be formalized. The first category is based on the development of the hypothesis only and the second one is based on the structure and where the hypothesis to be tested.

Historical research is also an important approach, which utilizes historical sources like documents, remains etc. to study events or ideas of the past, including the philosophy of persons or groups at any remote point of time.

Research can also be categorized as conclusion oriented and decision oriented. In the first one, the researchers are free to pick up a problem, redesign and enquire as he proceeds and is prepared to conceptualize as he wishes. On the other hand, the decision oriented research is always for the need of a decision maker and the researcher in this case is not free to embark upon a research according to his own indication.



CHECK YOUR PROGRESS

Q1. What do you mean by empirical research?

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Q2. What is the main aim of the applied research?

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Q3. What dose the descriptive research include?

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does not involve the quantitative method.

Basically it is often an interactive research process whereby evidence is evolves, theories and hypotheses are refined, technical advances are made and so on. It is widely used in the natural sciences rather than in social sciences. The quantitative methods are research techniques that are used to gather quantitative disinformation dealing with numbers and anything that is measurable. Statistics, tables and graphs are often used to present the results of these methods. They are therefore to be distinguished from qualitative methods. By now it must be clear about the quantitative research. Let us discuss what qualitative research means.

2.4.2 Qualitative Research

Qualitative research is one of the oldest forms of social science research. But in the 1950's and 1960's quantitative research gained popularity among the researchers. However, in the 1970's the qualitative research again came into the platform and became popular among the researchers. In the last three decades the publishers and editors of the research journals have been laying more stress on the qualitative research.

As we have mentioned, qualitative research is concerned with the qualitative phenomenon, i.e. phenomena relating to or involving quality or kind. Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reason that govern such behaviour. While discussing on the investigation of human behaviour we can use the times "motivation research", which is an important type of qualitative research. This type of research aims at discovering the under lying motives and desires, using in depth indicators for the purpose. Quantitative research is especially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour. Through such research we can analyze the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing.

It is also useful in policy and evaluation research, where an

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Q6. Fill in the blanks-

1. ..... research is one of the oldest forms of social science research.
2. ..... research is the systematic scientific investigation of quantitative properties and phenomena with their relationships.
3. In the both researches ..... differs considerately.

2.5 RESEARCH METHODS

To conduct a research we have to follow some specific methods. Research method may be understood as all those methods or techniques that are used for the conduct of a research. The researcher has to provide answer at the end to the research questions raised in the beginning of the study. For this purpose the researcher has to investigate and gather the relevant data and information as a basis or evidence. The procedures adopted for obtaining the same are described in the literature as methods of research. Research methods or techniques, thus, refer to the methods the researchers use in performing research operations. We can also define the term as all those methods which are used by the researcher during the course of studying his research problem in a systematic and scientific manner. Research methods can be put into the following three groups :

(i) In the first group we include those methods which are concerned with the collection of data.

(ii) The second group consists of those statistical techniques which are used for establishing relationships between the data and the unknowns.

(iii) The third group consists of those methods which are used to evaluate the accuracy of the results obtained.

Let us discuss some important research methods which are used for collection of data:-

1. **Survey method**: Survey is a very popular branch of social science research. It can be defined as “specification of procedures for gathering information about a larger number of people by collecting information from a few of them”. (Black and champion)

2.6 RESEARCH PROCESS

Before going to discus in detail the methods of communication research let us have a brief overview on the research process. Research process consists of series of actions or steps necessary to effectively carry out a research and the desired sequencing of this step. Now, we are going to discuss briefly the various steps in a research process.

1. **Formulating the research problem**: At the very outset the researcher must select a problem that he wants to study i.e, he must decide the general area of interest or aspects of a subject matter that he would like to inquire into. There are two types of research problems. One is related to states of nature and other is related to the relationships between variables. After selecting the research problem, the formulation of a general topic into a specific research problem is required and it constitutes the first step in a scientific investigation. To formulate the research problem a researcher has to follow two steps. One, understanding the problem thoroughly and two, rephrasing the same into meaningful terms from an analytical point of view.
2. **Literature review**: Once the problems is formulated a brief summary of the problem should be written down. In this second stage the researcher should undertake extensive literature survey connected with the problem. A good library will be a great help to the researcher at this stage.
3. **Development of working hypothesis**: In the second stage the researcher must collect all the necessary information regarding the research problem from the literature survey. After this stage, the research should state in clear terms of the working hypothesis. Working hypothesis is a tentative assumption made in order to draw out and test its logical or empirical consequences. It sharpens his thinking and focuses attention on the more important facets of the problem.
4. **Preparing the research design**: In this stage the researcher has to prepare a research design. It is conceptual structure within which the research should be conducted. The preparation of such a design facilitates the researcher by providing the relevant evidence with minimal expenditure of effort, time and money.
5. **Determining sample design**: The research must decide the way of



LET US KNOW

Qualities of a good research :

1. Good research is systematic.
2. Good research is logical.
3. Good research is empirical.
4. Good research is replicable.



CHECK YOUR PROGRESS

Q9. What are the various steps in a research process?

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Q10. Name the various types of sample design.

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2.7 LET US SUM UP

In this unit we have discussed the various types of research and the methods and process of research. The following are the main types of research—

- Descriptive versus analytical
- Applied research and fundamental research
- Quantitative and Qualitative Research
- Conceptual and Empirical Research
- Field setting research or laboratory research or simulation research
- Clinical or diagnostic research
- Historical research

2. Quantitative research is the systematic scientific investigation of quantitative properties and phenomena with their relationships.
3. In the both researches data analysis differs considerately.

Ans. to the Q. No. 7 : Observation methods is a systematic viewing of a specific phenomenon in its proper setting for the purpose of gathering information for the specific study.

Ans. to the Q. No. 8 : Survey is a very popular branch of social science research. It can be defined as a specification of procedures for gathering information about a larger number of people by the collection of information from them.

Ans. to the Q. No. 9 : The following are the various steps in a research process-

- Formulation of the research problem
- Literature review
- Development of working hypothesis
- Preparing the research design
- Determining sample design
- Collection of data
- Analysis of the collected data
- Hypothesis testing
- Generalizations and interpretations
- Preparation of the report

2. The following are the various types of sample design—
   - Deliberate sampling.
   - Random sampling.
   - Systematic sampling.
   - Stratified sampling.
   - Quota sampling.
   - Cluster sampling and area sampling.
   - Multi stage sampling.
   - Sequential sampling.