

## RESEARCH METHODOLOGY - 2

**Dr. Isola Rajagopalan**

*Editor, Shanlax International Journals, Madurai*

### **Enumerate the various approaches to research**

The following are the various approaches to research.

- i) Quantitative Approach
- ii) Qualitative Approach
- iii) Inferential Approach
- iv) Experimental Approach
- v) Simulation Approach

### **Discuss the various methods of research**

The important methods of research are discussed below:

#### **Survey method**

Survey is a 'fact finding' study. Under this method of research the researcher is interested in knowing something about the whole **population**. But rarely he does it. He studies only samples drawn from population. The data are collected directly from the sample by observation or interviewing or mailing questionnaires at a particular period of time.

#### **Functions of Survey Method:**

The followings are the functions of the survey method:

- i) It is always conducted in a natural setting
- ii) It is a field study.
- iii) It seeks responses directly from the respondents.
- iv) It covers a very large population.
- v) It may involve an extensive study or an intensive study.
- vi) It covers a definite geographical area.

#### **Purpose of Survey:**

- i) To provide information to government or planners or business enterprises.
- ii) To make comparisons of demographic groups or real groups.
- iii) To make predictions and demand forecasting based on consumer behaviour with cause and effect relationships.

#### **Advantages of Survey Method:**

The major advantages of the survey method are:

- i) Possibility of collection of many types of information from individuals.
- ii) Ability to draw generalizations about large population on the basis of samples.

- iii) Useful instruments for verifying theories.
- iv) To uncover facts previously unknown to the researcher.
- v) Use of various methods of collection of data.

**Limitations :**

The following are the limitations of the survey method :

- i) This method is used to collect data from primary sources. Hence, its feasibility depends upon the willingness and co-operation of the respondents.
- ii) It is subject to sampling errors.
- iii) This method depends primarily on verbal behaviour. Hence, it is subject to response errors and memory bias.
- iv) There is a limit of the number of information that can be collected in a single survey.
- v) This method is time-consuming and money consuming.

**Examples of survey method:**

The subject matter of surveys may be broadly categorized into:

- a) A study of political leadership in .....
- b) A study of managerial style of top business executives
- c) A study of factors affecting industrial location.
- d) A study of buyer behaviour in the purchase of Office Furniture.
- e) A study on customers' attitude towards Nokia Cell Phone.
- f) A study of attitude of college teachers towards Income-Tax.
- g) A study of income and expenditure pattern of salaried class.

**CASE STUDY METHOD:**

A case study is the most popular method of research. It is a qualitative, intensive, stimulating and comprehensive study of a social phenomenon. Though the field of study is comparatively limited unlike the other types of research it is an in-depth comprehensive study of a person, a social group, an episode, a process, a situation, a programme, a community, an institution or any other social unit.

**Functions:**

- i) Case Study method provides much information about the unit of study which may provide clues and ideas for further research.
- ii) It provides an opportunity for the intensive analysis of many specific details.
- iii) It examines complex factors involved in a situation to identify causal factors operating in it.
- iv) It employs more techniques than one.
- v) It is useful to develop ideas, concepts or testing concepts.

**Advantages**

- i) All methods of data collection can be used for case studies.
- ii) It can extend virtually to any dimension of the topic studies.

- iii) In this method data are collected in natural settings.
- iv) It is a less expensive method.
- v) Case studies give to the researcher a wider range of insights into human life, which cannot be gained through a general survey.
- vi) **It is useful for generating hypothesis for later full-scale studies.**
- vii) **It helps to generalise knowledge and substantiates the research activities.**
- viii) **It is useful in enhancing the ability and skill of the researcher.**
- ix) **It is useful in understanding the social change**

#### **Limitations of case study method:**

The major limitations of the case study are

- i) Insufficiency in making meaningful generalizations to larger social aggregates, as only one unit of a defined population is studied under this method.
- ii) More time consuming than other methods.
- iii) Always a less accurate and subject to varying interpretations.
- iv) Inadequate for an analysis of macro-problems.
- v) It is difficult to compare the results obtained from one case with other case.
- vi) This method can be used in a limited scope.

#### **Examples of case study :**

- i) A social study of a rural or tribal community moving from one culture to another (or) persons, groups or industrial concerns moving from one place to another.
  - a) Impact of Gulf money on villagers in Tanjore Distric
  - b) Localization of Match Industries in Sivakasi
  - c) Village labour mobility to Construction Industries in town - a case study in Trichy town.
- ii) Individual, groups or institutions passing from one stage of development to another :
  - a) A Study of bonded labour in Kodaikanal Hills
  - b) A Study of Labour participation in Management in Kothari Mills.
  - c) A Study of Juvenile delinquency
  - d) A study of life-style of working women.
- iii) Behavioural study on the economic, social or political stimuli.
  - a) Impact of prohibition on lottery in Tamil Nadu.
  - b) Impact of the introduction of VAT in Tamil Nadu.
- iv) A causative study of a failure or successful unit.
  - a) The failure of Madurai Urban Co-operative Bank Ltd., - A Case Study.
- v) Case Study of general Nature
  - a) A study of slum dwellers around Periyar Bus Stand in Madurai.
  - b) A study of Urban Muslim Poor.
  - c) A study of Tamil refugees from Sri Lanka.
  - d) A study of Child Labour in Match industry of Sivakasi.