

UGC NET/JRF 2022



Research Methodology

Research Method

#20 By Jitendra

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LEARNING MATERIAL



Quizzes



Notes

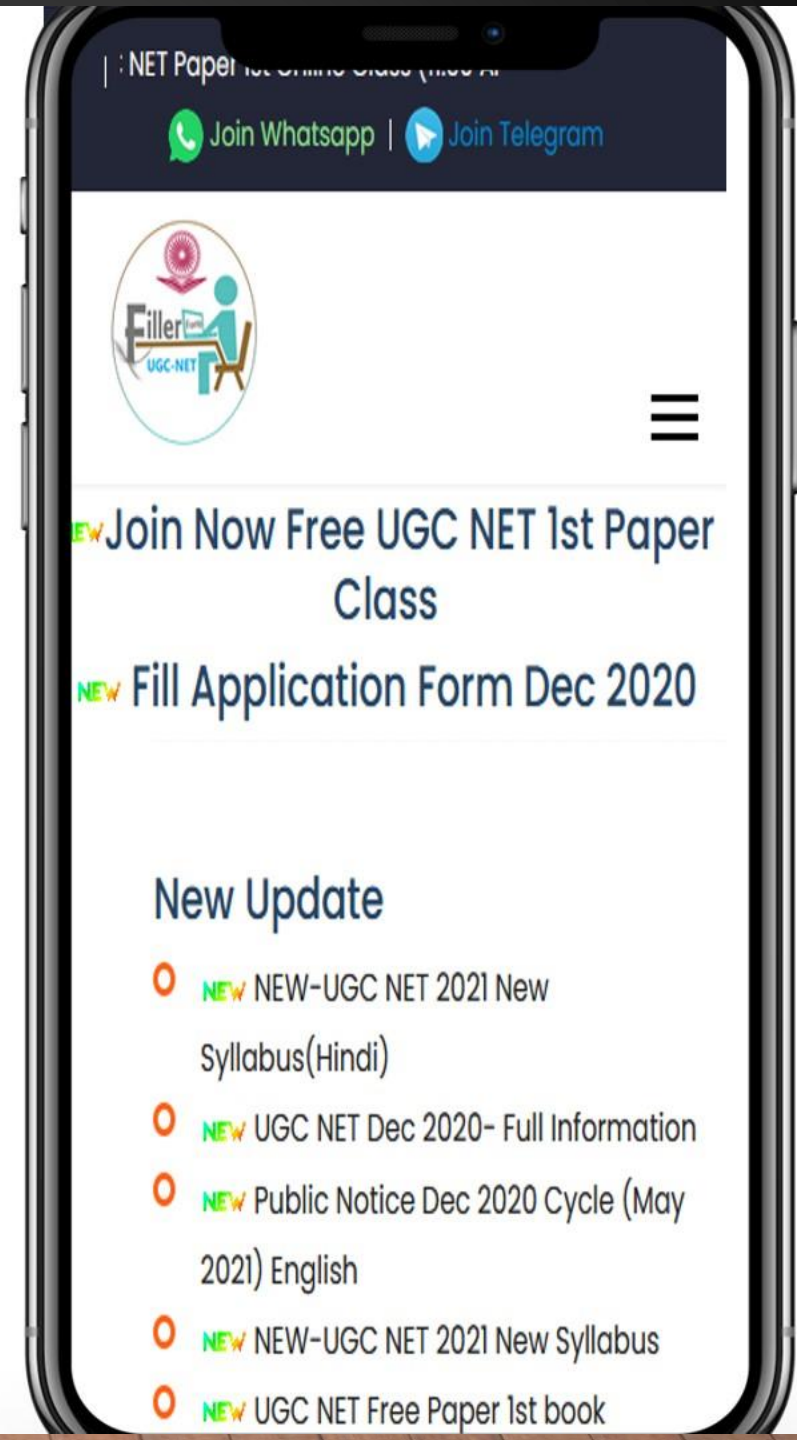


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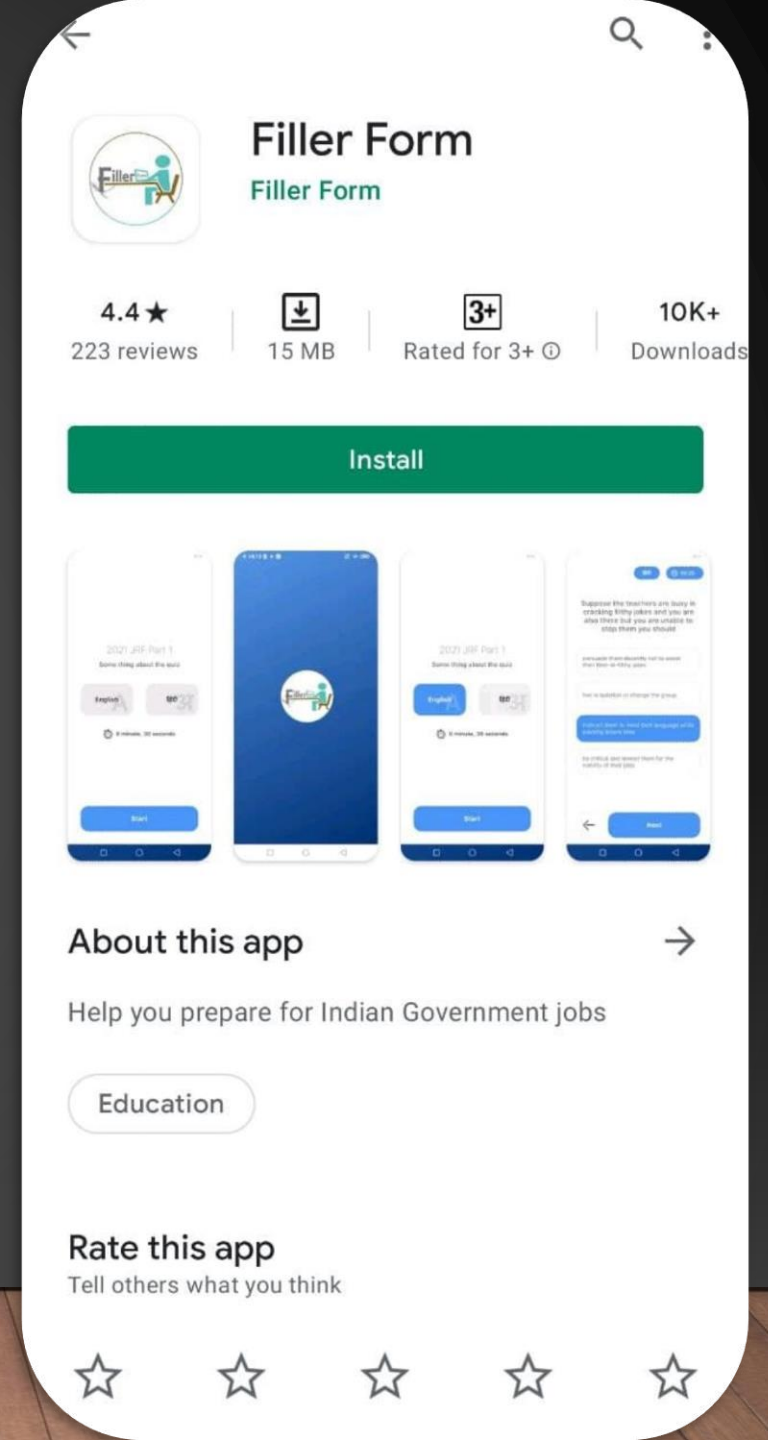
- NEW** NEW-UGC NET 2021 New Syllabus(Hindi)
- NEW** UGC NET Dec 2020- Full Information
- NEW** Public Notice Dec 2020 Cycle (May 2021) English
- NEW** NEW-UGC NET 2021 New Syllabus
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Harkiesh
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Hindi



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home SCIENCE



Prabhakar
Sanskrit



SHRUTI
COMMERCE



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bhagyashwa
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Gaurav
Law



Congratulations



UGC NET 2021 Student Qualified



ASHOK



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MANISHA



ABHUEET



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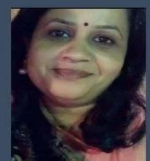
juhi singh



amit kumar



anil Kumar



asha



surekha



sakshi



PAWAN



shazaiz



ritu



kavita

Unit-II

Research Aptitude

- Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research.
- Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods.
- Steps of Research.
- Thesis and Article writing: Format and styles of referencing.
- Application of ICT in research.
- Research ethics.

Research Method Research Methodology

Research Method



Research Method

Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic(**collecting and analyzing data.**)

अनुसंधान विधियां नई जानकारी को उजागर करने या किसी विषय की बेहतर समझ बनाने के लिए विश्लेषण के लिए डेटा या साक्ष्य के संग्रह में उपयोग की जाने वाली रणनीतियां, प्रक्रियाएं या तकनीकें हैं

Research Method

First, decide how you will **collect data**.

Second, decide how you will **analyze the data**.

सबसे पहले, तय करें कि आप डेटा कैसे एकत्र करेंगे।

दूसरा, तय करें कि आप डेटा का विश्लेषण कैसे करेंगे।

collect data.

Qualitative vs. quantitative: Will your data take the form of words or numbers?

Primary vs. secondary: Will you collect original data yourself, or will you use data that has already been collected by someone else?

Descriptive vs. experimental: Will you take measurements of something as it is, or will you perform an experiment?

गुणात्मक बनाम मात्रात्मक: क्या आपका डेटा शब्दों या संख्याओं का रूप लेगा?

प्राथमिक बनाम द्वितीयक: क्या आप स्वयं मूल डेटा एकत्र करेंगे, या आप उस डेटा का उपयोग करेंगे जो पहले ही किसी और द्वारा एकत्र किया जा चुका है?

वर्णनात्मक बनाम प्रयोगात्मक: क्या आप किसी चीज़ का माप उसी रूप में लेंगे जैसे वह है, या आप एक प्रयोग करेंगे?

Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical.

गुणात्मक शोध एक ऐसा तरीका है जो संवादी तरीकों का उपयोग करके डेटा एकत्र करता है, आमतौर पर खुले प्रश्न। एकत्र की गई प्रतिक्रियाएं अनिवार्य रूप से गैर-संख्यात्मक हैं।

1. Qualitative research involves collecting and analyzing non-numerical data
2. It can be used to gather in-depth insights into a problem or generate new ideas for research.
3. used in the humanities and social sciences, in subjects such as anthropology, sociology, education, health sciences, history, etc.
4. Why
5. Unstructured

Types of qualitative methods include:

1. One-to-one Interview
2. Focus Groups
3. Ethnographic studies
4. Text Analysis
5. Case Study

Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It answers questions to justify relationships with measurable variables to either explain, predict, or control a phenomenon.

मात्रात्मक विधियां संख्याओं और मापने योग्य रूपों से निपटती हैं। यह घटनाओं या डेटा की जांच के एक व्यवस्थित तरीके का उपयोग करता है। यह किसी घटना को समझने, भविष्यवाणी करने या नियंत्रित करने के लिए मापने योग्य चर के साथ संबंधों को सही ठहराने के लिए सवालों के जवाब देता है।

1. the process of collecting and analysing numerical data
2. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.
3. used in the natural and social sciences: biology, chemistry, psychology, economics, sociology, marketing, etc.
4. How much and How many
5. Structured
6. Similar to Deductive Research

Types of quantitative methods include:

1. Survey research
2. Descriptive research
3. Correlational research



Qualitative



Quantitative

QUANTITATIVE RESEARCH

VS.

QUALITATIVE RESEARCH



Primary vs. secondary data

Primary

1. Can be collected to answer your specific research question.
2. You have control over the sampling and measurement methods.

Secondary

1. Easier and faster to access.
2. You can collect data that spans longer timescales and broader geographical locations.

Two Types of Market Research

Primary

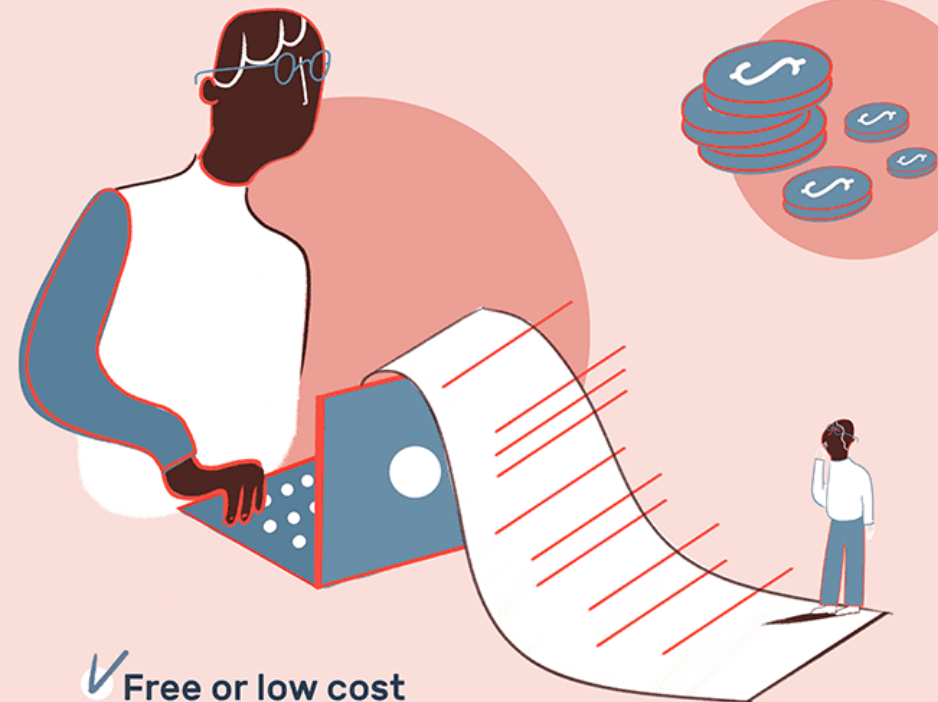
Provides results specifically about your company



- ✓ Focus groups
- ✓ Surveys
- ✓ Interviews
- ✗ Cost of research

Secondary

Involves applying results of previously completed studies to your situation



- ✓ Free or low cost
- ✗ Results are not specific to your business

DATA COLLECTION

Statistical Methods

Surveys

Polls

Interview

Delphi Technique

Focus Groups



Primary
Data
Collection
Methods



Secondary
Data
Collection
Methods

Financial Reports

Sales Reports

Government Reports

Mission

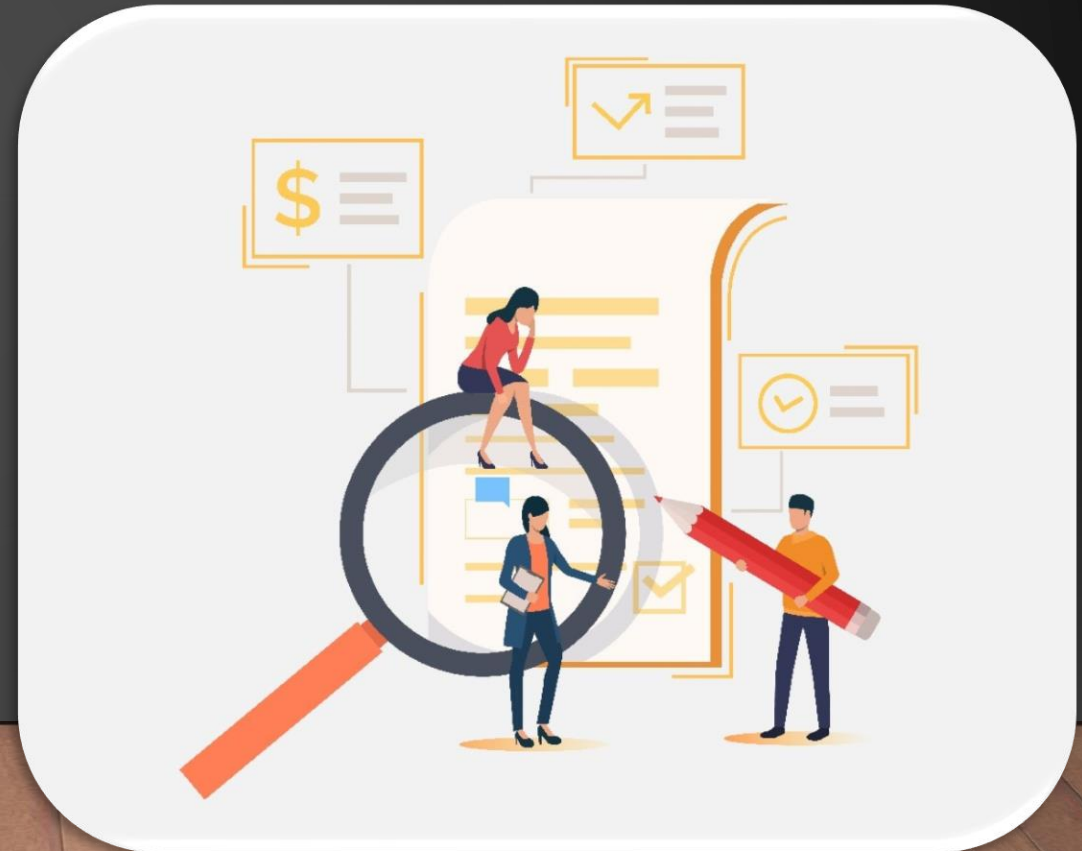
Vision Statement

Internet

3.Descriptive methods

वर्णनात्मक तरीकों

1. researcher has no control over the variables.
2. surveys, case studies, and interviews(Collection of Information)
3. Knows as ex-post facto research
4. Primary Research
5. Base on Question
6. Saw past Data
7. what occurred ?(past)
8. what is occurring ?(runing)

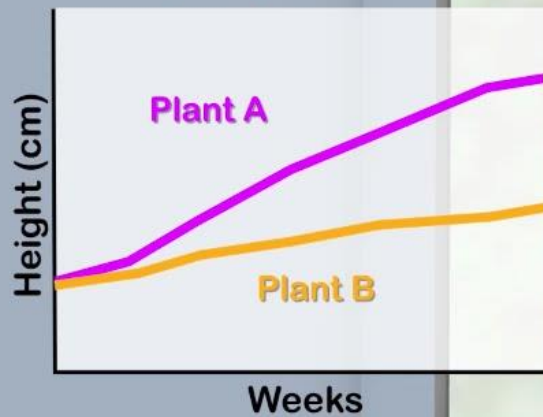


4. Experimental Methods

प्रयोगात्मक तरीकों

EXPERIMENTAL DESIGN

Comparing Plant Growth



Plant A



Plant B

Research Methods

Behaviors and instruments used in the selection and construction of the research technique



VS

Research Methodology

Science of understanding how research is performed methodically



Research Methods Vs Methodology

- **Research Methods** are the methods by which you conduct research into a subject or a topic.
 - involve conduct of experiments, tests, surveys ,.....
- **Research Methodology** is the way in which research problems are solved systematically.
- It is the Science of studying how research is conducted Scientifically

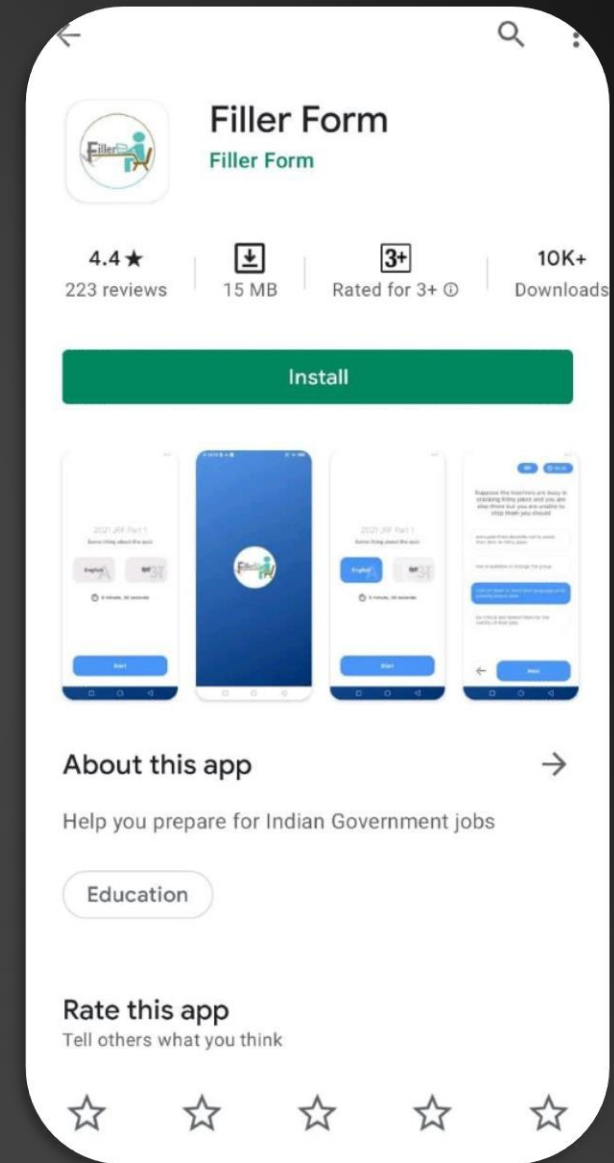
Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

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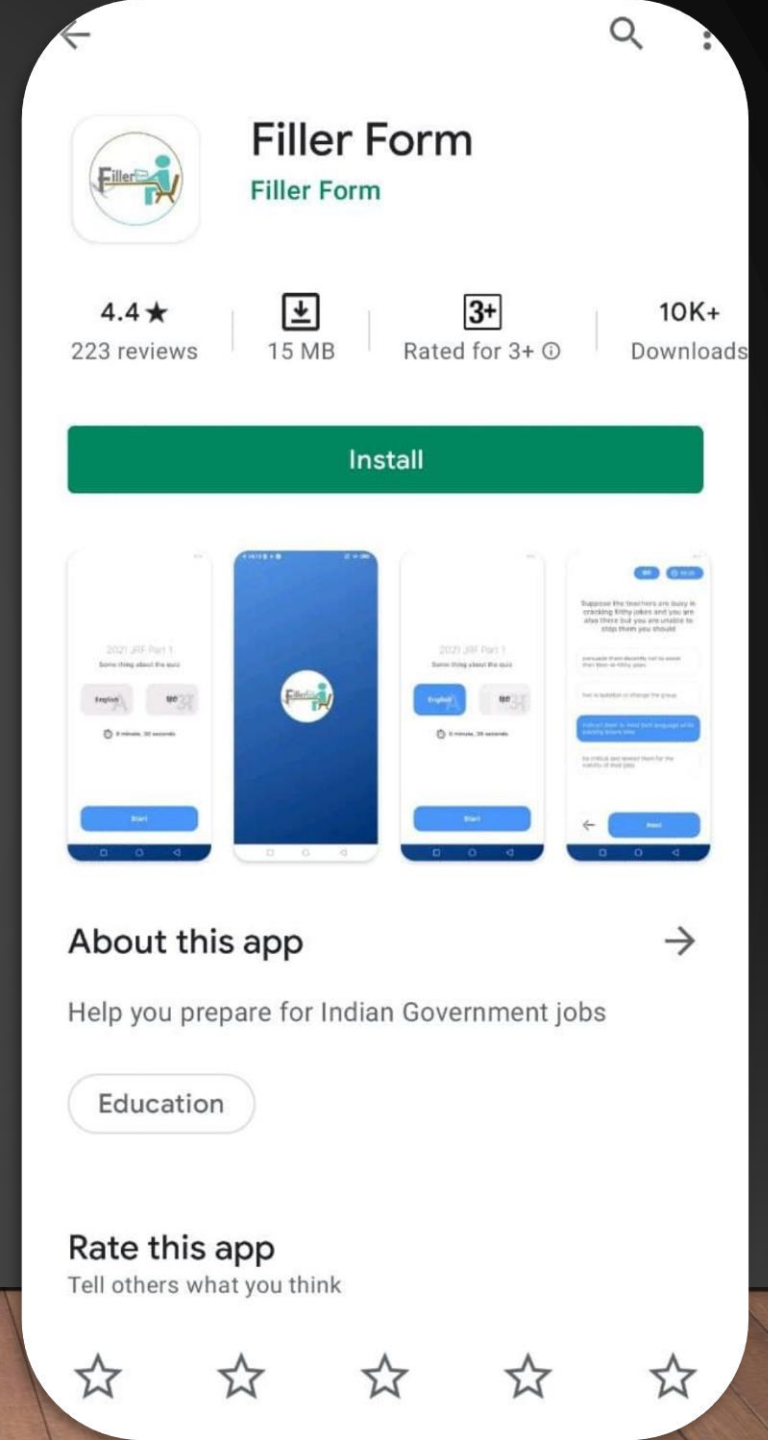
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किया है,
DUNIYA ने उसी को
GOOGLE पर **SEARCH**
किया है।



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