

LIVE WEBINAR!

INTRODUCTION TO RESEARCH



DR. AMRITA

Expert Resource Person at
Research Graduate

21st NOV - SUNDAY
12:30 PM TO 2:30 PM



RESEARCH GRADUATE

The Best PhD and Masters Consulting Company



THEJASWINI B

CEO and Chief Research Consultant
Research Graduate

A LITTLE BIT ABOUT RESEARCH GRADUATE

- **Research Graduate:** The Best PhD and Masters Consulting Company
- We help Research Scholars all over the World with their Research Work. Some of the **Services** that we provide are,
 1. Topic Selection
 2. Proposal Writing
 3. Review Paper Writing
 4. Research Paper Writing
 5. Thesis Writing
 6. Masters Dissertation Writing
 7. Statistical Analysis
 8. Editing, Proofreading and Formatting

HOW YOU CAN CONTACT RESEARCH GRADUATE



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- Research Graduate Email Id: **info@researchgraduate.com**
- Research Graduate WhatsApp/Phone Number: **+91-8951-468-293**
- Research Graduate Website: **ResearchGraduate.com**

WEBINAR STRUCTURE

- **60 Minutes of Presentation**
- **60 Minutes of Q&A Session**
- **Questions will be cleared after every Topic is Covered**
- **PPT, Recording and Certificate will be sent on registered email after the webinar ends**

LIVE WEBINAR!

LET'S GET STARTED



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CONTENTS

1) Introduction to Research

2) Characteristics and Significance of Research

3) Objectives and Purpose of Research

4) Motivation in Research

5) Steps involved in Research

6) Types of Research: Qualitative, Quantitative and Mixed

7) Complete Research Journey of a Research Scholar

8) Tips for Beginner Research Scholars

9) Frequently Asked Questions in Research

10) Next Webinar: How to Choose a Research Topic

RESEARCH

- a. The systematic investigation into and study of materials, sources, etc, in order to establish facts and reach new conclusions.**

- b. An endeavour to discover new or collate old facts etc by the scientific study of a subject or by a course of critical investigation. [Oxford Concise Dictionary]**

WHAT IS RESEARCH

- **Research is what we do when we have a question or a problem we want to resolve**
- **We may already think we know the answer to our question already**
- **We may think the answer is obvious, common sense even**
- **But until we have subjected our problem to rigorous scientific scrutiny, our 'knowledge' remains little more than guesswork or at best, intuition.**

WHAT IS RESEARCH

- **First priority is to formulate your question**
- **Then figure out how you are going to answer it**
- **How have others answered it?**
- **How does your proposal fit in with what others have done?**
- **How will you know when you have answered it?**
- **Then you can present your answer**

ANY QUESTIONS TILL HERE?

ASK QUESTIONS IN THE COMMENTS



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RESEARCH: WHAT TO KEEP IN MIND

- Attempts to solve a research problem;
- Involves gathering new data from primary or first-hand sources or using existing data for a new purpose;
- Is based upon observable experiences or empirical evidence;
- Demands accurate observation and description;

RESEARCH: WHAT TO KEEP IN MIND

- **Employs carefully designed procedures and rigorous analysis;**
- **Attempts to find an objective, unbiased solution to the problem and takes great pains to validate the methods employed;**
- **Is a deliberate and unhurried activity that is directional but often refines the problem or questions as the research progresses.**

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CHARACTERISTICS AND SIGNIFICANCE RESEARCH

- 1. The research should focus on priority problems.**
- 2. The research should be systematic. It emphasizes that a researcher should employ a structured procedure.**
- 3. The research should be logical. Without manipulating ideas logically, the scientific researcher cannot make much progress in any investigation.**
- 4. The research should be reductive. This means that the findings of one researcher should be made available to other researchers to prevent them from repeating the same research.**

CHARACTERISTICS AND SIGNIFICANCE RESEARCH

- 5. The research should be replicable. This asserts that there should be scope to confirm the findings of previous research in a new environment and different settings with a new group of subjects or at a different point in time.**
- 6. The research should be generative. This is one of the valuable characteristics of research because answering one question leads to generating many other new questions.**
- 7. The research should be action-oriented. In other words, it should be aimed at reaching a solution leading to the implementation of its findings.**
- 8. The research must be as much cost-effective as possible.**

CHARACTERISTICS AND SIGNIFICANCE RESEARCH

- 9. The research should follow an integrated multidisciplinary approach, i.e., research approaches from more than one discipline are needed.**
- 10. The research should be participatory, involving all parties concerned (from policymakers down to community members) at all stages of the study.**
- 11. The research must be relatively simple, timely, and time-bound, employing a comparatively simple design.**
- 12. The results of the research should be presented in formats most useful for administrators, decision-makers, business managers, or the community members.**

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REASONS WHY RESEARCH IS IMPORTANT

- **Research expands your knowledge base**
- **Research gives you the latest information**
- **Research helps you know what you're up against**
- **Research builds your credibility**
- **Research helps you narrow your scope**

REASONS WHY RESEARCH IS IMPORTANT

- **Research teaches you better discernment**
- **Research introduces you to new ideas**
- **Research helps with problem-solving**
- **Research helps you reach people**
- **Research encourages curiosity**

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WHY RESEARCH?

- 1. To gain familiarity with a phenomenon or to achieve new insights into it. (exploratory or formulative research studies)**
- 2. To describe accurately the characteristics of a particular individual, situation or a group. (descriptive research)**

WHY RESEARCH?

3. To determine the frequency with which something occurs or with which it is associated with something else. (studies with this object known as diagnostic research)

4. To test a hypothesis of a causal relationship between variables. (such studies are known as hypothesis testing research)

WHY RESEARCH?

3. To determine the frequency with which something occurs or with which it is associated with something else. (studies with this object known as diagnostic research)

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WHAT MAKES PEOPLE UNDERTAKE RESEARCH?

- **Desire to get a research degree along with its consequential benefits;**
- **Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;**
- **Desire to get intellectual joy of doing some creative work;**

WHAT MAKES PEOPLE UNDERTAKE RESEARCH?

- **Desire to be of service to society;**
- **Desire to get respectability.**
- **Many more factors such as directives of government, employment conditions, curiosity about new things, desire to understand causal relationships, social thinking and awakening, and the like may as well motivate (or at times compel) people to perform research operations.**

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STEPS INVOLVED IN RESEARCH

Step 1: Identify and develop your topic

Step 2 : Do a preliminary search for information

Step 3: Locate materials

Step 4: Evaluate your sources

STEPS INVOLVED IN RESEARCH

Step 5: Make notes

Step 6: Write your paper

Step 7: Cite your sources properly

Step 8: Proofread

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TYPES OF RESEARCH: QUANTITATIVE RESEARCH

- **Contain measurable variables**
- **Use standardized research instruments**
- **Assumes a normal population distribution**
- **Presents data in tables, graphs, or figures**
- **Use repeatable method**
- **Can predict outcomes**
- **Use measuring devices**

TYPES OF RESEARCH: QUALITATIVE RESEARCH

- **Characteristic of all forms of qualitative research is that the researcher is the primary instrument for data collection and analysis.**
- **Qualitative research is that it usually involves fieldwork. The researcher must go to the people, setting, site, institution, in order to observe behavior in its natural setting.**
- **That it uses an inductive research strategy. This type of research builds abstractions, concepts, hypothesis, or theories rather than tests existing theory.**
- **The product of a qualitative study is richly descriptive.**

TYPES OF RESEARCH: MIXED RESEARCH

- **The analysis of both qualitative and quantitative data.**
- **The collection of both open and closed-ended data (qualitative and quantitative data) in response to research question.**
- **Persuasive and rigorous procedures for the qualitative and quantitative methods.**
- **The integration of these two data sources (by merging, connecting, embedding).**
- **The use of specific mixed methods design that involves a concurrent or sequential integration.**
- **An approach to research that has a philosophical foundation**

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TIPS FOR RESEARCH SCHOLARS

- **Planning your research schedule**
- **Making a start**
- **Getting the most out of your writing**
- **Connect for inspiration**
- **Always be authentic, original and ethical**
- **Take one step at a time**
- **Take Help for your Supervisor and Consulting Agencies**

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NEXT WEBINAR: CHOOSING A RESEARCH TOPIC

- 1) What is a Research Topic?**
- 2) Characteristics of a Good Research Title**
- 3) Choosing a Topic / How to Begin**
- 4) Steps for Choosing a Topic**
- 5) Different Ways to Write a Research Problem**
- 6) How to Select the Right Research Topic in 5 Easy Steps**
- 7) A Step-by-Step Example on Narrowing a Research Topic**
- 8) Some examples of good and "not-so-good" research questions**
- 9) A Handy List of Don'ts for research topic**
- 10) Frequently Asked Questions while choosing Research Topic**

RESEARCH ASSISTANCE SERVICES FOR YOU

- In case if researcher is not in position to **edit or write then such services are available for helping the researcher**
- **Research Graduate:** The Best PhD and Masters Consulting Company can help you with your Research Work. Website: www.researchgraduate.com
- **Contact Details:** info@researchgraduate.com and +91-8951468293

1. **Topic Selection**

2. **Proposal Writing**

3. **Review Paper Writing**

4. **Research Paper Writing**

5. **Thesis Writing**

6. **Masters Dissertation Writing**

7. **Statistical Analysis**

8. **Editing, Proofreading and Formatting**

LIVE Q&A SESSION

ASK YOUR QUESTIONS NOW!

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POINTS TO BE NOTED BEFORE I END THE WEBINAR

- **The Participation Certificate will be Emailed to you at Today or Tomorrow at around 6 pm Indian Time.**
- **You will Get the Recording of this Webinar and PPT on your Email at 2:45 pm Today**
- **Please check your emails regularly so that you don't miss any update from our side.**

THANK YOU!

THANKS FOR ATTENDING THE WEBINAR

SEE YOU AT THE NEXT WEBINAR



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