

# DIFFERENT TYPES OF RESEARCH

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# RESEARCH




- RESEARCH=RE+SEARCH
- “**RE**” MEANS AGAIN AND AGAIN
- “**SEARCH**” MEANS TO FIND OUT SOMETHING
- It include collecting, organizing and evaluating data.
- The systematic approach concerning generalization and the formulation of theory is also research



# TYPES OF RESEARCH

- There are different types of research based on different aspects such as:
  - ❖ Purpose,
  - ❖ Process
  - ❖ Outcome



Different types of research coming under the category ***purpose*** are:

- I. Descriptive research
- II. Analytical research
- III. Exploratory research
- IV. Predictive research

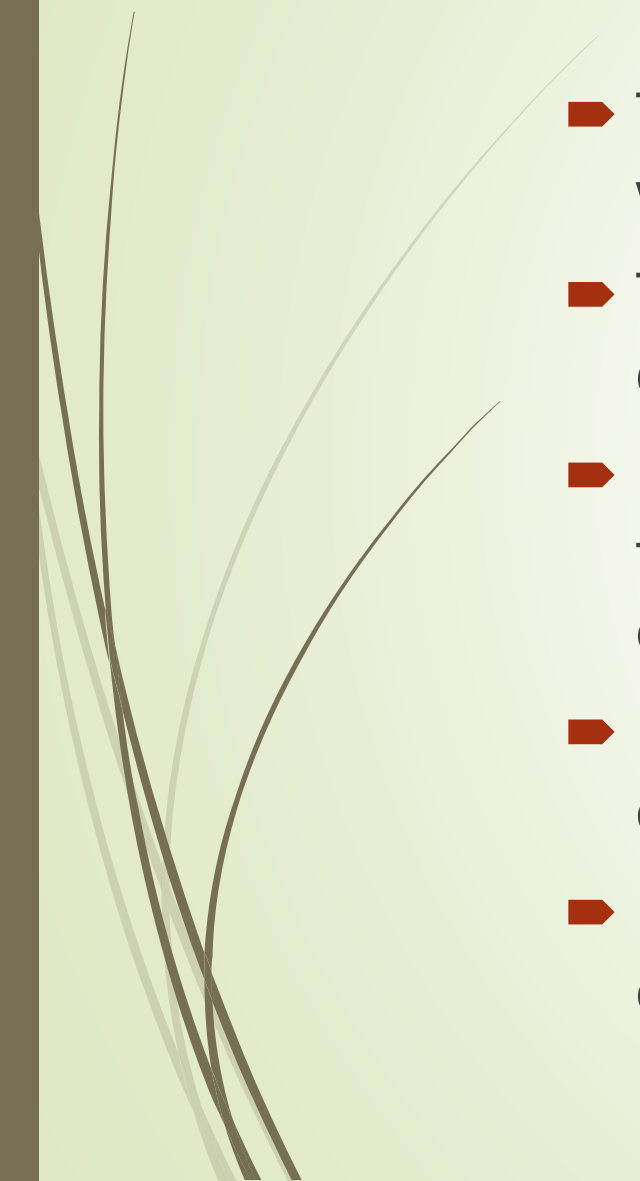


# DESCRIPTIVE RESEARCH

- It includes fact-finding enquiries of different kinds such as what, why, when, who, how and all.
- The main aim of this research is description of the characteristics of a phenomena at present.
- This research has no control over the variable only have to report what is happening or what has happened
- For description researchers use frequencies, averages and other statistical calculations.
- The methods used by this researchers involves survey method of all kind including comparative and correlational method
- The periodic table categorizes the elements is an example of descriptive research



# ANALYTICAL RESEARCH

- This research mainly carrying out analysis on a phenomena and which involves secondary data.
  - The aim of this research is to understand phenomena by discovering and measuring causal relations among them.
  - Here the researcher use facts or information's readily available to them in order to analyze to make a critical evaluation of the context.
  - It work within the constraints variables. It also tries to explain existing state of affairs from available data.
  - How can the absentee rate among employees be reduced? It is an example of analytical research
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# EXPLORATORY RESEARCH

- An exploratory design is conducted about a research problem when there are few or no earlier studies to refer to.
- The focus is on gaining insights and familiarity for later investigation or undertaken when problem are in a preliminary stage of investigation.
- Gathers preliminary information that will help to define a problem and suggest a hypothesis.
- It commonly use unstructured interview.
- It involves generation of new ideas and assumption, development of tentative theories or hypothesis but conclusions cannot be drawn even though it provide direction for future research and techniques







# PREDICTIVE RESEARCH

- It studies determine the frequency with which something occurs or its association with something else.
- In diagnostic research the researcher must be able to define clearly, what he wants to measure and must find adequate method for measuring it along with clear cut definition of 'population' he wants to study.
- Statistical tools used in this research design includes regression, linear regression and logistic regression
- The major areas in which predictive / diagnostic research design used include: business, marketing, clinical setting, govt agency and all





Different types of research coming under the category ***process*** are:

1. Qualitative research
  2. Quantitative research
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# QUALITATIVE RESEARCH


- It is handled with qualitative phenomena that involves quality or kind.
- The research designed to find out how people feel or what people often think are coming under this research.
- it is important in behavioral sciences.
- Its aim is to discover the underlying motives of human behavior through detailed description.
- The data is in the form of words, pictures or objects and all



# QUANTITATIVE RESEARCH



- This research is based on the measurement of quantity or amount.
- It can only be expressed in terms of quantity.
- Researchers use tools such as questionnaire or equipment to collect data and all aspects of the study are carefully designated before data is collected.
- Here data is in the form of numbers or statistics and this data is more efficient and able to test



Different types of research coming under the category ***outcome*** are:

1. Applied or action research
  2. Fundamental or Basic or pure research
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# APPLIED RESEARCH



- It is defined as a research which is used to answer a specific question, solve a specific problem or to gain better understanding.
- It also known as action research.
- It aims at finding solution for an immediate problem facing in society or an organization through systematic inquiry involving practical application of science, based on the level and type of involvement researcher can differ this research based on the scope of work.
- It is designed to solve problem of modern world than acquire knowledge. The main goal of applied scientist is to improve the human condition for example: treat or cure a specific disease



# FUNDAMENTAL OR BASIC OR PURE RESEARCH

- This research is concerned with generalization and formulation of theory.
- It is done for the intellectual pleasure on learning and it has no commercial value attached to the discoveries that result from basic research.
- This type of research has limited direct applications but in which researcher has careful control over the research setting.
- It involves collection and analysis of data to develop or enhances theory and have an understanding of theoretical relationship between variables

# Some other types of researchers are also there



## ➤ **ONE TIME RESEARCH/ LONGITUDINAL RESEARCH**

In this research one group have to studied for long time and it studies different stages in an individual's life and all

## ➤ **FIELD SETTING RESEARCH/ LABORATORY RESEARCH/ SIMULATION RESEARCH**

This research is depending upon the environment take into consider for research

## ➤ **CLINICAL RESEARCH**

There type of research follows case-study method and have an in depth approach in order to study causal relationships

## ➤ **HISTORICAL RESEARCH**

In this research researcher utilizes historical sources like documents, events and all in order to understand past, point of time and all

## ➤ **CONCEPTUAL RESEARCH**

This research is completely based on some abstract ideas or theory

## ➤ **EMPIRICAL RESEARCH**

It is completely based on experiences or observations





THANK YOU