



## **OBJECTIVES**

1. A/an--is the one which can take on an uncountable set of values? **Continuous Variable**
2. The goal of ethics in research is to insure that **No One Is Harmed From Research Activities**
3. \_\_\_\_\_ Hypotheses typically state the existence, size, form, or distribution of some variable.  
**Descriptive Hypothesis**
4. Strong relationship between the library facility (x) and performance of students (Y) depends on the interest and inclination of students which modifies the original relationship in the given determine what is the type of variable that modifies the original relationship \_\_\_\_\_ **Moderating Variable**
5. Why variable is the depend variable, variation of which is accounted for by X variable. Do you think the variation in dependent variable could also be caused by factors other than Y variable? \_ **Yes**
6. If the relationship among variables refers to an observable reality, the proposition may testable we can then call it a/an ..... **Hypothesis.**
7. In research extraneous variables (EV) also known as Confounding factors that may effect XY relationship are to be identified by the \_\_\_\_\_ **Researcher**
8. Methods and ----- sections are most critical. **Results**
9. The nature of relationship is not specified in\_\_\_\_ **Non Directional Relationship**
10. In ----- researchers read other people's researche. **Review**
11. Confusion about the meaning of concepts can destroy a research study's value without the researcher or client even knowing it. So concepts should be properly \_ **Defined**
12. Self-study reviews the reader's confidence \_\_\_\_ **Increases**
13. It is used for testing the hypothesis formulated by the researcher \_\_ **Null Hypothesis**
14. Scientific research must be based on \_\_\_\_\_ **Logical Reason**
15. Facts may lead a theory to \_\_\_\_\_ **Rejection**
16. Researchers struggle with types of definitions\_\_\_\_\_ **Two**
17. Dictionary definitions are also \_\_\_\_\_ **Conceptual, Theoretical And Nominal**
18. One of the characteristics of a good hypothesis is that it should be **Conceptually Clear**
19. One of the following is not property of independent variable \_\_\_\_ **Attendant**
20. Variables occur in some specified manner without implying that one causes the other\_\_\_\_ **Co-Relational Hypothesis**
21. The nature of relationship is not specified in \_\_ **Non Directional Relationship**
22. Literature reviews and theoretical review are \_\_\_\_\_ **Different**
23. Methods and \_\_\_\_\_ sections are the most critical. **Results**
24. First step in research process : **Starts With A Broad Area Of Interest**
25. Stipulation of logical relationship between any two variables means the formulation of a\_\_ **Proposition**
26. There are\_\_\_\_\_basic components of theoretical framework. **Six**



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27. \_\_\_ document that presents a plan for a project to reviewers for evaluation. **Research Proposal**
28. There are mostly \_\_\_\_\_ parties in the research. **Three**
29. Discussion of an issue by \_\_\_\_\_ persons assisted by a moderator. **(6-12)**
30. Techniques for narrowing a topic into a Research Question are except \_\_\_\_\_. **Apply To A Specific Fact.**
31. An important ethical consideration is the sponsor's right to \_\_\_\_\_. **Quality Research**
32. Sponsors of a research have a right to several types of confidentiality including \_\_\_\_\_. **Sponsor Nondisclosure, Purpose Nondisclosure And Findings Nondisclosure**
33. \_\_\_\_\_ links the language of theory with the language of empirical measures. **Operationalization**
34. Referred to ethical activities: Violating nondisclosure agreements \_\_\_\_\_. **(Increasing Respondent Confidentiality)**
35. \_\_\_\_\_ is the process of taking a construct and refining it by giving it a conceptual or theoretical definition. **Conceptualization**
36. Indexes are often measured at the \_\_\_\_\_ level. **Ratio**
37. Problem with measures of test-retest reliability is that; if the time between the measures is long, there may be \_\_\_\_\_. **Maturation Of The Subjects**
38. \_\_\_\_\_ and \_\_\_\_\_ are often used interchangeably. **Scales, Indexes**
39. In probability, sampling every element in the population has a known \_\_\_\_\_. **Non-Zero Probability Of Selection**
40. \_\_\_\_\_ incorporate all the powers of the previous scales plus the provision for absolute zero or origin. **Ratio Scale**
41. Quota sampling can be considered as a form of \_\_\_\_\_. **Proportionate Stratified Sampling**
42. When responses on two comparable sets of measures tapping the same construct are highly correlated, it is called as \_\_\_\_\_. **Parallel-Form Reliability**
43. The scientific requirements of a project call for the operational requirements to be **Practical**
44. Many research projects, especially those in quality control testing, require the \_\_\_\_\_ of the items being tested. **Destruction**
45. Units of analysis in a study are typically also the \_\_\_\_\_. **Unit Of Observation**
46. Problem with measures of test-retest reliability is that first measure may sensitize the respondents to their participation in a research project and subsequently influence the results of \_\_\_\_\_. **Second Measure**
47. Self-administered questionnaires printed on paper are \_\_\_\_\_ media. **Non-Interactive**
48. It is also called as univariate hypothesis \_\_\_\_\_. **Descriptive Hypothesis**
49. \_\_\_\_\_ applies when multiple indicators converge or are associated with one another. **Convergent Validity**
50. It enables the researchers to estimate unknown characteristics of the population \_\_\_\_\_. **Sampling**
51. Surveys require asking people, who are called \_\_\_\_\_. **Respondents**
52. Which one is not type of non-probability sampling? **Random Sampling**



53. Another situation an editor may face is the need to rearrange the answers to an open-ended response to a question. This is called **Editing Questions Answered Out Of Order**
54. \_\_\_\_\_ is the ability of an instrument (for example measuring an attitude) to measure what it is supposed to measure. **Validity**
55. Split half reliability reflects the correlations between --of an instrument. **Two Halves**
56. In order to ensure that the respondent fits the sampling criteria, the interviewer can do some \_\_\_\_\_ of the respondent. **Prescreening**
57. A single construct has \_\_\_\_\_ definitions. **Many**
58. When the elements of population are highly homogenous, samples are highly representative of the \_\_\_\_\_. **Population**
59. The purpose of cluster sampling is to sample economically while retaining the characteristics of a \_\_\_\_\_. **Probability Sample**
60. CAPI stands for \_\_\_\_\_. **Computer Assisted Personal Interviewing**
61. \_\_\_\_\_ is the complete group of specific population elements relevant to the research project. **Target Population**
62. Sampling intervals are used in the \_\_\_\_\_. **Systematic Random Sample**
63. The purpose of data editing is to ensure the \_\_\_\_\_ of the data. **Completeness, Consistency And Readability**
64. In non-probability sampling, the probability of any particular element of the population being chosen is \_\_\_\_\_. **Unknown**
65. The \_\_\_\_\_ is the best known probability sample, in which each member of the population has an equal probability of being selected. **Simple Random**
66. The process of using a small number of items or parts of a larger population to make conclusions about the whole population is called as \_\_\_\_\_. **Sampling**
67. Stratification is usually more efficient statistically than simple random sampling and at worst it is \_\_\_\_\_ to it. **Equal**
68. A scale can use a/an \_\_\_\_\_ indicator or multiple indicators. **Single**
69. The editor may have to \_\_\_\_\_ some data. **Reconstruct**
70. \_\_\_\_\_ refers to a body of facts that are in a format suitable for decision making, whereas \_\_\_\_\_ are simply recorded measures of certain phenomenon. **Information, Data**
71. The type of sampling method that begins with one/few and spreads out on the basis of links is called \_\_\_\_\_. **Snowball Sampling**
72. In case population is heterogeneous, then stratify. Each stratum in itself becomes homogeneous. Researcher's Decision about homogeneity of the population. Is referred to \_\_\_\_\_. **(Stratified Random Sampling)**
73. \_\_\_\_\_ also called haphazard or accidental or grab sampling. **Convenience Sampling**
74. \_\_\_\_\_ is a Unit about which information is collected and is the basis of analysis. **Element**



75. A technical term used for UN answered questions on the otherwise complete question is \_\_\_\_ **Item Non-Response**
76. No control over the variables. Report only what has happened or what is happen \_\_\_\_ **Ex-Post-Facto Design**
77. Heterogeneity with in clusters but homogeneity between clusters\_ **Cluster Sampling**
78. There are \_\_\_\_\_ broad steps in conducting survey. **Six**
79. In research work it is easier to manage \_\_\_\_\_ group. **Small**
80. \_\_\_\_\_ process of changing data from original form that is more suitable to perform data analysis. **Data Transformation**
81. Tables and graphs are \_\_\_\_\_ **Pictorial Presentation Of Data**
82. Researcher read percentage tables to make \_\_\_\_ **Comparisons**
83. \_\_\_\_\_ is the process of checking and adjusting the data for omissions logically and consistence. **Editing**
84. Theoretically there is a \_\_\_\_ degree of control on the research situations. **High**
85. In \_\_\_\_\_ what the researcher is sampling is carefully selected, as the researcher develops grounded theory. **Theoretical Sampling**
86. The \_ ethnography is a traditional approach used by cultural anthropologists. **Realist**
87. Not unethical Issues in Lab Experiments\_ **(Putting Pressure On Subjects To Participate)**
88. The \_\_\_\_\_ pattern: When the bivariate table suggests independence of X and Y but the relationship appears in one or more partials. **Suppressor Variable**
89. Effect of 2 variables together is likely to be \_ than the individual effect of each. **Greater**
90. Testing Effect include \_\_\_\_\_ **Pretests**
91. To gain more confidence, it is advisable to set up 2 expr groups and 2 cont. groups. **Solomon 4 Group Design**
92. A ----- is a form of narrative study in which the researcher writes and records the experiences of another person's life. **Biographical Study**
93. The intent of the ground theory is \_\_\_\_\_. **To Move Beyond Description**
94. The intent in enthography is to \_\_\_\_\_. **Determine How The Culture Work**
95. \_\_\_\_\_ is a form of social inquiry that focuses on the way people interpret and make sense of the experience and the world in which they live. **Qualitative Research**
96. \_\_\_ phenomenology is focused less on the interpretations of the researcher and more on a description of the experiences of participants. **Transcendental Or Psychological**
97. Data in the form of numbers is generated in \_\_\_\_\_ **Quantitative Research**
98. Every human knowledge is \_\_\_\_\_ science. **Not A**
99. Moving up the ladder of abstraction the basic concept becomes more abstract ----- in scope and less measurable. \_\_\_\_\_ **Wider**





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100. Students of research methodology must conduct the research by following the ----- research process.  
\_\_\_\_\_ **Complete**
101. We are surrounded by \_\_\_\_\_ research. **Social**
102. Parsimony is defined as the minimum no of variables that explain \_\_\_\_ **Variance**
103. By repeating the observation, researchers want to be \_\_\_\_\_ **Positive**
104. Experiments, surveys, content analysis and ----- are research techniques used in quantitative research. \_\_\_\_\_ **Using Existing Statistics**
105. Study of research methods provide you the knowledge and skills you need to analyze a problem and find a solution accordingly \_\_\_\_\_ **Yes**
106. Concepts in isolation are nothing. Only when it is explained how concepts relate to other concepts it begin to construct \_\_\_\_\_. **Theories**
107. Concepts are expressed in \_\_\_\_\_ **Words, Letters, Signs, And Symbols That Refer To Various Events Or Objects**
108. Researchers are concerned with the observable world, or what we may call as “reality.” Theorists translate their conceptualization of reality into \_\_\_\_\_ **Abstract Ideas**
109. Theory remains speculation until it is proved. When it is proved it becomes \_\_\_\_ **Fact**
110. \_\_\_\_\_ is essentially a process of describing a phenomenon at increasingly higher levels of abstraction. \_\_\_\_\_ **Theory Development**
111. Since theory summarizes the known facts and predicts facts which have not been observed. It must also point to \_\_\_\_\_ **Areas Which Have Not Yet Been Explored**
112. Select the most appropriate: \_\_\_\_ **Study Of Research Methods Provides You The Knowledge And Skills You Need To Conduct A Research Experiment**
113. Descriptive research shows \_\_\_\_\_ **Specific Details Of A Situation. Social Setting, Or Relationship**
114. The process of establishing value judgment based on evidence about the achievement of the goals of a program is \_\_\_\_\_ **Evaluation Research**
115. Action research focuses on power with a goal of empowerment and it also focuses except. \_\_\_\_ **Formal Reports. Articles And Books**
116. Research helps in developing methodologies \_\_\_\_ **Collection Of Data, Processing Of Data And Analysis Of Data**
117. A manager/administrator may not doing any research he will have to understand. Predict and controls the events which are \_\_\_\_\_ **Dysfunctional To The Organization/Company**
118. Is an important Characteristics of Scientific Method in which researcher tries to narrow down the number of reasons in such a way that some action could be taken. \_\_\_\_ **Deterministic**
119. Which one is not a type of applied research? \_\_\_\_\_ **Explanatory Research**
120. Following are the purposes of doing a research. Which one is incorrect? \_\_\_\_\_ **Informative Research**
121. Which one is Explanatory Research? \_\_\_\_ **10% Of The Parents Abuse Their Children**

**BT406 – RESEARCH METHODOLOGY & SKILL ENHANCEMENT**

ALL OBJECTIVES &amp; SUBJECTIVES FROM PAST FILES FOR MID TERM



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122. Applied and basic researchers adopt different orientations toward research methodology. Basic researchers emphasize high standards and try to \_\_ **Conduct Almost Perfect Research**
123. Research provides \_ that guides us to make decisions to solve the problem.\_ **Planners**
124. Science actually depends upon a continuous stimulation of \_\_\_\_\_ **Facts**
125. When we think about theories, we are at the highest level of abstraction because we are investigating the relationship between \_\_\_\_\_ **Propositions**
126. Basic research rarely helps to solve a problem but it can give \_\_\_\_\_ **New Idea Or Fundamental Knowledge Is Not Generated**
127. The first image that comes to your mind when you hear the word Soft sciences is\_ \_\_\_\_ **Test Tubes, Computers, Rocket Ships, And People In White Lab Coats**
128. Researchers try to make use of their findings for \_\_ **Generating Theories And Models**
129. A business researcher may theorize that older investors tend to be more interested in investment income than younger investors. This theory, once verified, should allow researchers to predict **The Importance Of Expected Profit On The Basis Of Investor's Age.**
130. \_\_\_\_ estimate the likely consequences of planned change. **Impact Assessment**
131. Impact Assessment: **Estimate The Likely Consequences Of Planned Change.**
132. By repeating the observation researcher wants to be \_\_\_\_\_. **Positive**
133. Re-observation, repetition , process of sensory experience\_\_\_\_\_ **Observation**
134. Relationship in Hypothesis is proposed by using a strong logical \_\_ **Argumentation**
135. Scientific research is effort of \_\_\_\_\_ **Many Researchers**
136. A statement concerned with the logical relationship among concept is called \_ **Proposition**
137. A coherent set of general propositions used as principles of explanation of the apparent relationships of certain observed phenomena \_\_\_\_\_. **Theory**
138. Proposition is a statement concerned with the **Relationship Among Concepts. Logical**
139. A major function of a theoretical system is that it. \_ **Decrease The Range Of Facts**
140. Important Characteristics of Scientific Method includes except\_ **Experimental Proof**
141. Which of the following is not a type of observation tool: \_\_\_\_\_. **Experiment**
142. To know the fundamental reason of a social reality is \_\_\_\_\_ research. **Applied**
143. \_\_\_\_\_ Studies are carried out once and represent a snapshot of one point in time. **Cross-Sectional**
144. In a/an \_\_\_\_ study, we try to explain relationships among variables. **Explanatory**
145. In research, the approach in which by repeating the observation researchers want to be 'definite/positive' is called \_\_\_\_\_. **Positivism**

## **SUBJECTIVES**



## 1. Source Of Concept?

We create concepts from personal experience. Mass, speed, family. we borrow from other disciplines. We develop a specialized jargon or terminology for a Particular subject

## 2. Dependent And Independent Variable?

An independent variable is the variable that is changed or controlled in a scientific experiment to test the effects on the dependent variable. A dependent variable is the variable being tested and measured in a scientific experiment. The dependent variable is 'dependent' on the independent variable.

## 3. Relationship Of Variable?

Relationship among variables

**Logical:** A statement concerned with the theoretical relationship among variables is a proposition. If the relationship refers to an observable reality, then the proposition may be testable call it a hypothesis.

## 4. Theoretical Review?

Compare how different theories address an issue. Evaluate different theories for the soundness of their assumptions, logical consistency, and scope of explanation. Researcher may integrate two theories – form a hybrid.

## 5. Three Guidelines To Participants

Explain study benefits.

- Explain respondent rights and protections.
- Obtain informed consent.

## 6. Good Hypothesis Characteristics

One of the characteristics of a good hypothesis is that it should be conceptually clear.

## 7. Research Design

- Data collection technique (survey, experiment, qualitative technique)
- Population
- Sample
- Tool of data collection
- Data Gathering
- Data processing and analysis

## 8. How To Locate Research Report?



Articles in scholarly journals. Locating the relevant articles is difficult. Many academic fields have —abstracts or —indexes for scholarly literature. Look in reference section of library Also available on computer.

## 9. Theoretical Framework And Its Basic Point?

A good theoretical framework identifies and labels the important variables in the situation that are relevant to the problem identified. It logically describes the interconnections among these variables

- Make an inventory of variables
  - Specify the direction of relationship
  - Give a clear explanation of why we should expect the proposed relationships to exist.
  - Make an inventory of propositions
  - Arrange these propositions in a sequential order
6. Schematic diagram of the theoretical model be given.

## 10. Communication Analysis In Research?

Analysis is a systematic, quantitative approach to analyzing the content or meaning of communicative messages. Content analysis is a descriptive approach to communication research, and as such is used to describe communicative phenomenon

## 11. Define Plagiarism

- ★ In publications, presentations, writings the researchers explicitly identify, credit, and reference the author when they take data or material verbatim from another person's written work, whether it is published, unpublished, or electronically available.
- ★ Do not present others' work as your own. Even the ideas have to be acknowledged.

## 12. Three Literature Review Methods

Their model follows the systematic data processing approach comprised of three steps, namely:

- ✂ Literature search and screening;
- ✂ Data extraction and analysis
- ✂ Writing the literature review

They provide detailed and very helpful instructions on how to conduct each step of the review process.

## 13. Note Research Design

- Master plan for collecting and analyzing the data.
- Specify the sources of information and the techniques to be used in the study.
- Broadly 6 methods – surveys, experiments, observations, communication analysis, case study, focus group discussions. Secondary data analysis

## 14. Report Writing





- Communicating the research findings
- Report is technical. Managers are selective readers. Interested only in recommendations.
- Historical document
- Academic purpose – dissertations. Specific format. Writing of research papers

## 15. Three Responsibility of Participant?

No physical harm, discomfort, pain, embarrassment, or loss of privacy. Follow three guidelines:

- Explain study benefits.
- Explain respondent rights and protections.
- Obtain informed consent.

## 16. Parties in Research?

Mostly three parties:

- The researcher
- The sponsoring client (user)
- The respondent (subject)

## 17. Rights of Participants in Study.

### Sponsor's Ethics

Occasionally, research specialists may be asked by the sponsors to participate in unethical behavior. Compliance by the researcher would be a breach of ethical standards. Some examples to be avoided are;

- Violating respondent confidentiality.
- Changing data or creating false data to meet the desired objective.
- Changing data presentation or interpretations.
- Interpreting data from a biased perspective.
- Omitting sections of data analysis and conclusions.
- Making recommendations beyond the scope of data collected.

## 18. Several Way to Protect Confidentiality in Research?

Obtaining signed nondisclosure documents. Restricting access to respondent's identification  
Revealing respondent information only with written consent. Restricting access to data instruments where the respondent is identified. Non-disclosure of data subsets.

## 19. Among Various Method Implied Collection of Data Research

It involves several activities following the collection of data:

- 🔗 Explanation of any deception



- 🔗 Description of the hypothesis, goal, or purpose of the study
- 🔗 Post study sharing of the results.
- 🔗 Post study follow-up medical or psychological attention.

## 20. Purposive Sampling?

Researcher lays down the criteria for the subjects. Also called as judgmental or expert opinion sample. Selection depends upon the judgment of selector.

## 21. Applied Criteria Of Sampling Design?

Selecting some of the elements in the population and draw conclusions about the total population. Population element is the subject on which measurement is being taken. Have its advantages and disadvantages. Selection of appropriate sampling design

## 22. Parameters

A parameter is the summary description of a given variable in a population. The mean income of all families in a city and the age distribution of the city's population are parameters. An important part portion of survey research involves the estimation of population parameters on the basis of sample observation.

## 23. Cluster Sampling Addresses Two Problems

Cluster sampling addresses two problems

- ⑩ Researchers lack good sampling frame for dispersed population
- ⑩ Reaching each sampled element is costly.

## 24. Double Sampling

- ✂ When further information is needed from a subset of the group from which some information has already been collected for the same study.
- ✂ Want to examine the matter in more detail.
- ✂ Sub-sample of the primary sample

## 25. Criteria of Samples Design

Depends upon a number of criteria like:

- 1) Degree of accuracy.
- 2) Resources.
- 3) Advance knowledge of population.



- 4) National vs. local project. Geographic proximity of population
- 5) Need for statistical analysis. Projecting beyond the sample or the sample only

## 26. Validation Of Experiment?

Validity refers to confidence in cause and effect relationship. Internal validity is high in Laboratory experiments. External validity (generalizability) is not sure.

## 27. External Validity In Research?

External validity (generalizability) is not sure. Organizational or field setting. Several confounding variables. Field experiments have more external validity but less internal validity. • First have lab experiments then test in field setting.

## 28. What Is Historiography

Historiography is the method of doing historical research or of gathering and analyzing historical evidence.

## 29. Difference Between Survey Interview And Field Research Interview

### Survey Interview

- It has a clear beginning and end.
- The same standard questions are asked and in same sequence.
- Interviewer appears neutral at all times.

### Field Interview

- The beginning and end are not clear.
- Questions and order are tailored to specific people and situations.
- Interviewer shows interest in responses, encourages elaboration.

## 30. Two Types Of Grounded Theory Study

The two popular approaches to grounded theory are the systematic procedures of Strauss and Corbin (1990, 1998) and the constructivist approach of Charmaz (2005, 2006).

## 31. Enlist Parts Of Main Body Of Report

- ⇒ Main body
- ⇒ Introduction
- ⇒ Methodology
- ⇒ Results
- ⇒ Conclusions and recommendations
- ⇒ References

## 32. Difference Between Ethnography And Phenomenology

- **Ethnography:** is a qualitative design in which the researcher describes and interprets the shared and learned patterns of values, behaviors, beliefs, and language of a culturesharing group,
- **A Phenomenological:** study describes the meaning for several individuals of their lived experiences of a concept or a phenomenon.



## 33. Difference Between Realistic And Critical Ethnography

- The realist ethnography is a traditional approach used by cultural anthropologists. It reflects a particular stance taken by the researcher toward the individuals being studied.
- The critical ethnography involves the authors advocate for the emancipation of groups marginalized in society.

## 34. Characteristics of Case Studies

- ✂ The number of unit to be studied is small.
- ✂ It studies a social unit deeply and thoroughly.
- ✂ It is qualitative as well as quantitative.
- ✂ It covers sufficient wide cycle of time. □ It has continuity in nature.

## 35. Control Experiment

Double blind experiment: to control experimenter expectancy. Both the subjects and experimenters are blind to details of experiment.

## 36. Role of theory in science? Role of theory in Research?

Theory as orientation, Framework. Phenomenon may be studied in different ways. Narrows the range of facts to be studied. Study of football.

- Theory as conceptualization and classification. Provides concepts.
- Theory in summarizing role. Empirical generalizations.
- Theory predicts facts. Extrapolation.
- Theory points gaps in knowledge

## 37. Two Basic Power Of Research? Two Basic Power Of Knowledge?

- Empiricism: ○ Sensory experience ○ positivism.
- Rationalism:
  - i. Explanation for regularity. ○ Consequential arguments.
  - ii. Logical.

## 38. Exploratory And Descriptive Research?

### Exploratory:

- Initial research conducted to clarify and define the nature of the problem.
- Exploring a new topic.
- Specifically, there could be number of goals of exploratory research.

### Descriptive:

- Research designed to describe characteristics of the phenomenon under study.
- Helps in diagnostic analysis





### 39. What Is Research?

Research is the process of finding of finding solution to a problem after through study and analysis of the situational factors. It is gathering information needed to answer a question and thereby help in solving the problem.

### 40. What Are Characteristics Of Scientific Method?

- Empirical
- Verifiable
- Cumulative
- Deterministic
- Ethical and ideological Neutrality
- Statistical generalization
- Rationalism

### 41. Difference Between Cross Sectional Studies & Longitudinal Studies. 5

Cross-Sectional Studies are carried out once and represent a snapshot of one point in time. Data are collected just once, perhaps over a period of days or weeks or months, in order to answer the research question.

Longitudinal Studies are repeated over an extended period. The advantage of longitudinal studies is that it can track changes over time. For example, the researcher might want to study employees' behavior before and after a change in the top management, so as to know what effects the change accomplished. Here, because data are gathered at two different points in time, the study are not cross-sectional or of the oneshot kind, but is carried longitudinally across a period of time. Such studies, as when data on the dependent variable are gathered at two or more points in time to answer the research question, are called longitudinal. Longitudinal studies can be panel studies and cohort studies which were discussed earlier.

### 42. Difference Between Exploratory And Descriptive Research.

#### **Explanatory Research:**

- Also called as causal research i.e.
- 'Why'? Explanation.
- Identify cause and effect relationship among different factors.

#### **Goals of Explanatory Research:**

- Explain things not just reporting. Why?
- Which explanation is better.
- Determine the accuracy of theory.
- Advance knowledge about underlying process
- Build and elaborate a theory → complete.
- Extend a theory or principle into new areas.



- Provide evidence to support or refute an explanation or prediction.

### Descriptive Research:

- Research designed to describe characteristics of the phenomenon understudy. Helps in diagnostic analysis

#### Goals of Descriptive Research:

- Describe the situation/characteristics. Provide an accurate profile of a group.
- Give a verbal or numerical picture (%).
- Present basic background information.
- Create a set of categories or classify.
- Clarify sequence, set of stages.
- Focus on 'who', 'what', 'when', 'where' and 'how' but not on 'why'.

### 43. Cross Sectional And Longitudinal Studies?

**Cross-Sectional Research:** Observe at one point in time, Snapshot study

**Longitudinal Research:** Examine at more than one time. Can be ➤ Time series study.

- Panel study.
- Cohort study – Category of people who share the same experience.

### 44. What Is A Methodology Review?

A methodological review is a type of systematic secondary research (i.e., research synthesis) which focuses on summarizing the state-of-the-art methodological practices of research in a substantive field or topic.

### 45. How Researchers Define Statistics?

Statistics is a branch of science that deals with the collection, organization, analysis of data and drawing of inferences from the samples to the whole population. This requires a proper design of the study, an appropriate selection of the study sample and choice of a suitable statistical test.



افسوس ہم ایسے معاشرے کا حصہ ہیں جہاں موبائل  
کا کھوجانا فخر کے کھوجانے سے زیادہ پریشان کن ہے۔

عائزہ رائیس