

# Type of Research

## Descriptive and Analytical Research:

### Descriptive Research:

- Description of the state of affairs as it exists at present.
- Researcher Report what has happened or what is happening
- Normally used in social science and business research
- for example, frequency of shopping, preferences of people

### Analytical Research:

- the researcher use facts or information already available,
- and analyze these to make a critical evaluation of the material
- Examining the fluctuations of U. S. international trade balance during 1974-1995 is an example of descriptive research;
- while **explaining why and how U.S. trade balance move in a particular way over time** is an example of analytical research.





# Type of Research

## **Fundamental and Applied Research:**

### **Fundamental (Basic/Pure) Research:**

- concerned with generalisations and with the formulation of a theory. “Gathering knowledge for knowledge’s sake
- Example : A study of factors impacting each stage of product life cycle.

### **Applied (Action) Research:**

- aims at finding a solution for an immediate problem facing a society or an industrial/business organisation
- Example : Investigating if background music in a work environment can contribute to greater productivity.



# Type of Research

## Quantitative and Qualitative Research:

### Quantitative Research:

- Based on the measurement of quantity or amount.
- Applicable to fact/situation that can be expressed in terms of quantity.
- Example : the amount of time a doctor takes to attend to a patient when the patient walks into the hospital.

### Qualitative Research:

- concerned with qualitative phenomenon, i.e., quality or kind.
- Why do you buy ice cream today?



# Type of Research

## Conceptual and Empirical Research:

### Conceptual Research:

- used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.
- research is conducted by observing and analyzing already present information on a given topic.
- doesn't involve conducting any practical experiments.
- Example : Sir Issac Newton. He observed his surroundings to conceptualize and develop theories about gravitation and motion.

### Empirical Research:

- experimental type of research
- research based on observation, experiments and verifiable evidence.
- if listening to happy music while working may promote creativity?
- the findings of dna testing

## **Type of Research**

- One time or Longitudinal Research
- Clinical or Diagnostic Research
- Field setting or Laboratory or simulation research