

Department of Anthropology

Study materials

BSc Hons (CBCS)

Paper- GE2

RESEARCH

According to *Clifford woody*, "research comprises defining and redefining problems, formulating hypothesis or suggested solutions collecting, organizing and evaluating data, making deductions and reaching conclusions; to determine whether they fit the formulating hypothesis." According to Cambridge dictionary online, research is "a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding."

According to *Thyer(2001)*, "the word research is composed of two syllables, re and search. re is a prefix meaning again, anew or over again search is a verb meaning to examine closely and carefully, to test and try, or to probe. Together they form a noun describing a careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles."

According to H .Kara (2012), "Research is an art of scientific investigation."

According to *Rocco* (2011), "Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge."

OBJECTIVES OF RESEARCH

- Understand the meaning of research.
- Distinguish between different kinds of researches.
- Understand the importance, need and significance of the research.
- Understand research design and the process of research design.
- Formulate a research problem and state it as a hypothesis.

CHARACTERISTICS OF RESEARCH

1. Generalized.
2. Controlled.
3. Rigorous.
4. Empirical.

5. Systematic
6. Reliability.
7. Validity.
8. Hypothesis
9. Analytical & Accuracy.
10. Credibility.
11. Critical

HOW TO ENSURE A GOOD QUALITY RESEARCH?

1. Purpose should be clearly defined.
2. Common concepts should be used that can be understood by all
3. Research procedures should be explained in detail.
4. Research design should be carefully planned.
5. Researcher should declare all the possible errors and their possible impact on findings.
6. Analysis of data should be sufficiently adequate to reveal significance.
7. The methods of analysis should be appropriate.
8. The validity and reliability of the data should be checked carefully.
9. The researcher should good command over research methodologies and should be intelligent and experienced.
10. Ethics in research refers to a code of conduct of behavior while conducting research. Ethical conduct applies to the organization and the members that sponsor the research, the researchers who undertake the research, and the respondents who provide them with the necessary data.

TYPES OF RESEARCH

1. Classification based on *Application*:
 - a. Pure / Basic / Fundamental Research
 - b. . Applied / Decisional Research

2. Classification based on *Objectives*:

- a. Descriptive Research
- b. Co relational Research
- c. Explanatory Research
- d. Exploratory Research

HYPOTHESIS:

A hypothesis is an educated guess, based on the probability of an outcome. Scientists formulate hypotheses after they understand all the current research on their subject. Hypotheses specify the relationship between at least two variables, and are testable. For a hypothesis to function properly, other researchers must be able to reproduce the results that prove or disprove it.

Two types of hypotheses exist: a descriptive hypothesis asks a question, and a directional hypothesis makes a statement. The researcher does not know about a phenomenon, but has an intuition to form the basis of certain assumption or guesses. These are tested by collecting information that will enable you to conclude if your assumption was correct.

A hypothesis is used in an experiment to define the relationship between two variables. The purpose of a hypothesis is to find the answer to a question. A formalized hypothesis will force us to think about what results we should look for in an experiment.

The first variable is called the independent variable. This is the part of the experiment that can be changed and tested. The independent variable happens first and can be considered the cause of any changes in the outcome. The outcome is called the dependent variable. The verification process can have one of the three outcomes. Your assumption may prove to be: 1. Right; 2. Partially right; or 3. Wrong

DEFINITION

1. ***Applied / Decisional Research:*** Applied research is done on the basis of pure or fundamental research to solve specific, practical questions; for policy formulation, administration and understanding of a phenomenon.
2. ***Bibliography:*** A bibliography is a list of all of the sources you have used (whether referenced or not) in the process of researching your work.
3. ***Co relational design research:*** This seeks to discover if two variables are associated or related in some way, using statistical analysis, while observing the variable. E.g. If the heat is reduced or increased during cooking how does the food react to it.
4. ***Conceptual research*** is associated to some theoretical idea(s) or presupposition and is generally used by philosophers and thinkers to develop new concepts or to get a better understanding of an existing concept in practice.
5. ***Descriptive design research:*** As the name implies, it is intended to describe the present status of an issue or a problem which is analyzed based on the available data and so does not require hypothesis to begin with. E.g. If a guest is complaining about a faulty shower in the bathroom just because he may not have used a modular shower earlier has to be resolved delicately and not by pointing out to him that he is not aware of new technology.

6. **Descriptive Research:** This attempts to explain a situation, problem, phenomenon, service or programme, or provides information viz. living condition of a community, or describes attitudes towards an issue but this is done systematically. It is used to answer questions of who, what, when, where, and how associated with a particular research question or problem.
7. **Developing a Conceptual Framework:** The researcher has to conceptualize, identify and select a broad discipline before short listing the final aspects to be studied. Then it is to find out which of these aspects generate the maximum interest and lead one to work with enthusiasm and perseverance.
8. **Empirical research** draws together the data based on experience or observation alone, often without due regard for system and theory.
9. **Empirical:** The processes adopted should be tested for the accuracy and each step should be coherent in progression. This means that any conclusions drawn are based upon firm data gathered from information collected from real life experiences or observations.
10. **Experimental design research:** This is a method used to establish a cause and effect relationship between two variables or among a group of variables. The independent variable is manipulated to observe the effect on the depended variable. E.g. The change in response to between groups of foreigners treated to welcome drinks and freshener tissues and the one that is simply welcomed and allocated rooms in a hurry due to peak hours of check in and check out.
11. **Explanatory:** is the research whose primary purpose is to explain why events occur, to build, elaborate, extend or test a theory. It is more concerned with showcasing, explaining and presenting what we already have.
12. **Exploratory Research:** Exploration has been the human kind's passion since the time immemorial. Looking out for new things, new destinations, new food, and new cultures has been the basis of most tourist and travel journeys. **Generalised:** The researcher usually divides the identified population into smaller samples depending on the resource availability at the time of research being conducted. This sample is understood to be the appropriate representative of the identified population therefore the findings should also be applicable to and representative of the entire population.
13. **Hypothesis:** A hypothesis is an informed and educated prediction or explanation about something. Part of the research process involves testing the hypothesis, and then examining the results of these tests as they relate to both the hypothesis and the world around you.
14. **Measurement Scales:** The greater the refinement in the unit of measurement of a variable, the greater the confidence, other things being equal, one can place in the findings.
15. **Media:** Documentation done on various issues, live coverage, panel discussions etc.
16. **Objective:** The objectives provide an accurate description of the specific actions you will take in order to reach the aim. An objective is measurable and operational. It tells specific things you will accomplish in your project.
17. **People:** A group of individuals may be studied to understand how they behave, how tiny respond to a particular situation do or what responses are generated when they are influenced from within or outside the group.
18. **Primary Literature:** Primary sources means original study, based on direct observation, use of statistical records, interviews, or experimental methods, of actual practices or the actual impact of practices or policies.

They are authored by researchers, contain original research data, and are usually published in a peer-reviewed journal. Primary literature may also include conference papers, pre-prints, or preliminary reports.

19. **Pure / Basic / Fundamental Research:** As the term suggests a research activity taken up to look into some aspects of a problem or an issue for the first time is termed as basic or pure.
20. **Qualitative research**, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. E.g. studying the stress levels and reasons for variable performances of staff in different shifts in the same department of a hotel. The same individuals may perform differently with the change of shift timings. It can involve performing research about changing preferences of customers as per the change of season. **Quantitative research** is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. E.g. Studying the number of enquiries received for room bookings through different modes like internet, emails, calls, letters, or different sources like travel and tours operators, companies and government organizations etc.
21. **Quasi-experimental design research:** As the name suggests such an experiment is designed replicating the true experimental design, except that it does not use randomized sample groups. Also, it is used when a typical research design is not practicable.
22. **Reliability** refers to the quality of a measurement procedure that provides repeatability and accuracy. This is understood by the example of preparing the bill of purchase using a software which has inbuilt details of taxes and charges levied, the formulas to be used and a format in which it would be printed. This ensures that all the bills shall have values calculated as per standard set.
23. **Research Design:** Research Design is important as it guides the researcher to identify the correct methods of data collection and analysis, conditions in which the activity of research shall be carried out and approximation of the funds to be utilized for it; maintaining its connectivity to the purpose of research. A good research design is characterized by its flexibility, effectiveness and suitability etc.
24. **Research:** Research is a process to discover new knowledge to find answers to a question. The word research has two parts re (again) and search (find) which denote that we are taking up an activity to look into an aspect once again or we want to look for some new information about something.
25. **Resources:** Literature such as books, journals, news articles, periodicals etc may facilitate the researcher to identify a relevant problem based on the area of interest.
26. **Secondary Literature:** Secondary literature consists of interpretations and evaluations that are derived from or refer to the primary source literature. Examples include review articles (such as meta-analysis and systematic reviews) and reference works. Professionals within each discipline take the primary literature and synthesize, generalize, and integrate new research. A secondary source of information is one that was created by someone who did not have first-hand experience or did not participate in the events or conditions being researched. They are generally accounts written after the fact with the benefit of hindsight.
27. **Tertiary Literature:** Tertiary literature consists of a distillation and collection of primary and secondary sources such as textbooks, encyclopaedia articles, and guidebooks or handbooks.
28. **The interval scale:** An interval scale has all the characteristics of an ordinal scale. In addition, it uses a unit of measurement with an arbitrary starting and terminating points.

- 29. The nominal or classificatory scale:** A nominal scale enables the classification of individuals, objects or responses into subgroups based on a common/shared property or characteristic. A variable measured on a nominal scale may have one, two or more subcategories depending upon the extent of variation.
- 30. The ordinal or ranking scale:** Besides categorizing individuals, objects, responses or a property into subgroups on the basis of common characteristic, it ranks the subgroups in a certain order.
- 31. The ratio scale:** A ratio scale has all the properties of nominal, ordinal and interval scales plus its own property: the zero point of a ratio scale is fixed, which means it has a fixed starting point. Since the difference between intervals is always measured from a zero point, this scale can be used for mathematical operations. The measurement of variables like income, age, height and weight are examples of this scale. A person who is 40 year old is twice as old as one who is 20 year old.
- 32. Validity** means that correct procedures have been applied to find answers to a question. If a large plot of land has to be measured the results should be same whether we use a meter scale or a measuring tape once we put the values obtained; in the formula being used to calculate the area.
- 33. Variable:** An image, perception or concept that can be measured; hence capable of taking on different values- is called a variable. A variable is also defined as anything that has a quantity or quality that varies.

(REFERENCE: <https://www.uou.ac.in/sites/default/files/slm/BHM-503T.pdf>)