

Topic:

TYPES OF RESEARCH.



TYPES OF RESEARCH

Following are the types of Research:

1. ON THE BASIS OF 'OBJECTIVES'

- A. Exploratory Research: "explore"
- B. Descriptive Research: "Describing" the explored event.
- C. Correlational Research: "Relationship between two variables" not cause and effect.
- D. Experimental Research: "Experiment"
- E. Explanatory Research: "Explains" why things happen (explains the Cause and Effect)

2. ON THE BASIS OF 'OUTCOME' or 'CLASSIFICATION'

- A. Basic or Fundamental Research
- B. Applied Research
- C. Action Research

3. ON THE BASIS OF 'LOGIC'

- A. Inductive Research
- B. Deductive Research

4. ON THE BASIS OF 'PROCESS'

- A. Quantitative Research
- B. Qualitative Research

5. ON THE BASIS OF 'IDEA OR CONCEPT'

- A. Conceptual
- B. Empirical

1. Exploratory Research:

Exploratory research is used when problems are in a preliminary stage. Exploratory research is used when the topic or issue is new and when data is difficult to collect. Exploratory research is flexible and can address research questions of all types (what, why, how).

Exploratory research is often used to generate formal hypotheses.

- It is conducted as the first step in determining appropriate action.
- This research is conducted for a problem that has not been studied more clearly or its real scope is Unclear.
- Hypothesis development, rather than hypothesis testing
- It helps to determine the best research design, data collection method.
- The purpose is to define terms, gain background information, clarify the problem, develop a hypothesis and develop problems to be answered.
- Formulate problems more precisely
- Establish priorities for research
- Eliminate impractical ideas
- Clarify concepts
- Exploratory Research can be done by
 - Literature search
 - Experience survey
 - Analysis of selected cases
 - Focus groups
 - Interviews
 - Projective tests
 - Ethnographies



2.Descriptive Research:

- The term 'Descriptive' is self-explanatory and the research that describes a situation, an event and an institution is descriptive research. It describes the nature of a situation as it exists at the time of the study.
- Descriptive research answers the questions who, what, where, when and how • Descriptive research is a quantitative research method.
- In simple words, descriptive research is all about describing the phenomenon, observing and drawing conclusions from it.
- Here, the information is collected without changing the environment (i.e., nothing is manipulated).



Descriptive Research

- Qualitative Research
 - Based on the patient's perspective
 - Seeks to describe
 - complexity of humanity
 - how individuals perceive themselves
 - within a specific social context
- Why is this important?
- Evidence based practice
 - Clinical judgment and literature support
 - In context of patient's circumstances and values

Exploratory Research

- Ambiguous problems
- «Our sales are declining... why»

Descriptive Research

- Aware of the problem
- «Who is buying our products?»

Causal Research

- Problem clearly define
- «Will buyers purchase more if we change the website?»