

Introduction to Research Methodology and its process.

Nabaraj Poudyal

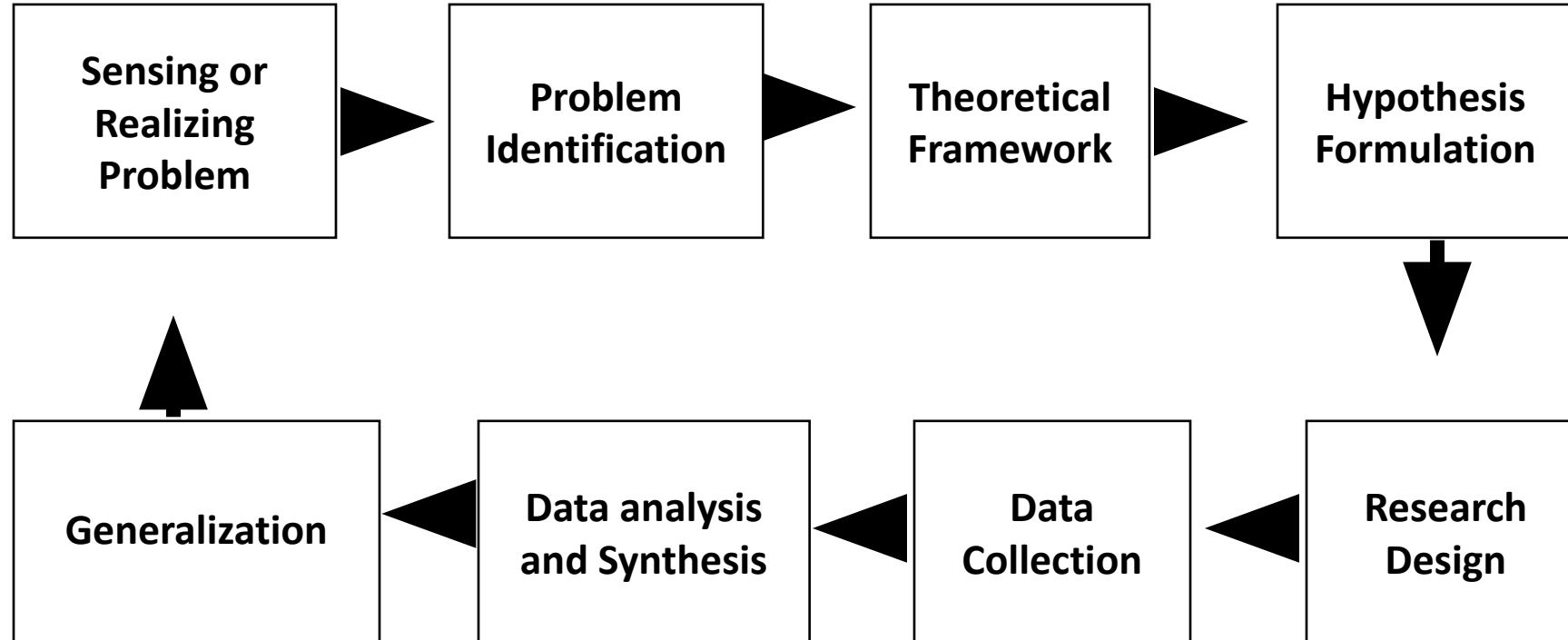
What is Research???

- Research isn't information gathering:
 - Gathering information from resources such as books or magazines isn't research.
 - No contribution to new knowledge.
- Research isn't the transportation of facts:
 - Merely transporting facts from one resource to another doesn't constitute research.
 - No contribution to new knowledge although this might make existing knowledge more accessible.

Research is...

“...the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested.”

Process of Research



The Scientific Research Process

Research Problem

- Pre-occurred idea that generate necessity of research
- Idea generated through
 - discussion with experts
 - Going through literature
 - Involve in activities related to subject matter
- Generally express in negative statement
- Group Participation

Guidelines for selecting Research Problem

- Should be researcher's interest
- Should be chain of thinking
- It may be of verification of problem
- Should be in manageable limit
- Should have some utilities

Criteria of good problem

- Should have relationship among variables
- Should state clearly
- Should be such as to imply possibilities of empirical testing

Example: Objective

The broad objective of the study is to find the relationship among the awareness, perception and readiness of students for online learning.

However the study has the following specific objectives

- To assess the awareness level for online learning among Students
- To ascertain the attitude, perception, perceived usefulness and ease of use of online learning system
- To assess if the awareness, perception and readiness dimensions vary across gender, education, experience and age group.

Example: Objective

The broad objective of the study is to assess the problem of microfinance in promoting micro-enterprises for poverty alleviation of women.

However the study has the following specific objectives

- To enumerate the female beneficiaries of micro-enterprises in the study site
- To identify the patterns of investment of loans and returns to investment
- To analyse the procedure of obtaining loan from microfinance organization
- To make comparative study of income distribution among the beneficiaries and non beneficiaries of microfinance
- To study the loan repayment pattern

Hypothesis

- Two words
 - Hypo: Under
 - Thesis: reasoned theory
- Theory which is not fully reasoned
- Tentative answer of the research question
- Imagine idea or guess depending upon previous accumulated knowledge which can be put to test to determine its validity.
- Generally specify relationship between variables or with specific value

Questionnaire design

- Main instrument in survey
- Foundation of questionnaire is question
- It must translate research objective in to specific question
- Answer to such question provide data for hypothesis testing
- It must motivate the respondent so that necessary information is obtained

Content

- Factual
 - Background
 - Environment
 - Habits
 - likes
- Opinion
 - Attitude
 - Behaviour
 - Idea
 - inclination

Types of questions

- Closed end questions
- Open end questions
- Contingency questions

Format of question

- Rating question
 - Strongly agree, Agree, Disagree, strongly disagree, No opinion
- Matrix question
 - Large set of rating questions, has same response categories
- Semantic differential
 - Bio polar rating Bad -- -- -- -- -- -- -- Good
 -3 -2 -1 0 1 2 3
- Ranking question
 - Placing objects according to relative order

Pitfall in questionnaire construction

- Wording of question (simple and everyday language)
- Response set (similar pattern questions)
- Leading questions
 - Unemployment is increasing , is not it?
- Threatening questions (embarrassing)
- Presumption questions
 - How many cigarettes do you smoke in a day?
- Double barreled questions
 - How often and how much time do you spend in your visit?
 - Does you organization have special recruitment policy for minorities and women?

Some more information

- Cover letter
 - Should motivate to share the required information, include objectives and relevance of the study
- Instructions
 - Clear understanding of the questions and way of giving answer

Questionnaire

- Through post
- Through Enumerator
- Online Survey
 - You can use google form or Microsoft form (free of cost) and different online survey tools