

# Unit-I

## Nature, Meaning and characteristic of Research

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# What is research?

- ▶ Re(search), knowing and predicting reality
- ▶ Asking questions, systematically seeking answers, understanding the phenomenon using critical thinking articulating the ideas, information or evidence.
- ▶ (1) Create knowledge, technology, practices, policies
- ▶ (2) Aware about these, interventions
- ▶ (3) Welfare of humanity
- ▶ Rigorous, systematic, verifiable (society, culture is changing, so verifiable of core findings ), empirical, critical
- ▶ Research methodology (RM) is an independent framework that includes skills in doing research and discovering knowledge in all branches of Humanities, natural, social or management sciences.

What happened during the beginning of human civilization and thereafter?

- Commonsense, knowledge transfer through words-of-mouth
- Emergence of humanities and social science:  
Enlightenment/age of reason (1650s-1780s) in which cultural and intellectual forces in Western Europe, particularly the philosophers, emphasized reason, analysis, and rationality over religion and traditional authority.
- Through observation, logical analysis, and critical evaluation; knowledge developed replacing personal biases and religious doctrines.
- From about 1760 to sometime between 1820 and 1840, Industrial Revolution started, period of socio-economic change
- Physical and biological sciences were developed, methodology was borrowed to social sciences

# Philosophy: Methodology, Ontology, Epistemology

- ▶ Methodology: The way of discovering knowledge in a systematic way. Literature review, protocol development, data collection, compilation, analysis
- ▶ Ontology: Reality exists. Study/principles about existence of reality. Genesis/ origin of knowledge. Beliefs and views about the reality and the world around us. What is true? What exists? How can you be sure that it is true?
- ▶ Epistemology: The study/theory of knowledge. How you know what you know? Experience, empiricism, rationalization, know-how the process through observation . “Justified belief about knowledge”

- ▶ The knowledge creation in behavior, mental processes, and human experiences, not always in consonance with the Philosophy of social sciences (Ryan, 1970; Lessnoff, 1974; Hollis, 2000)
- ▶ Different ontological and epistemological positions generate different mythologies and methods of knowledge

# Why do research?

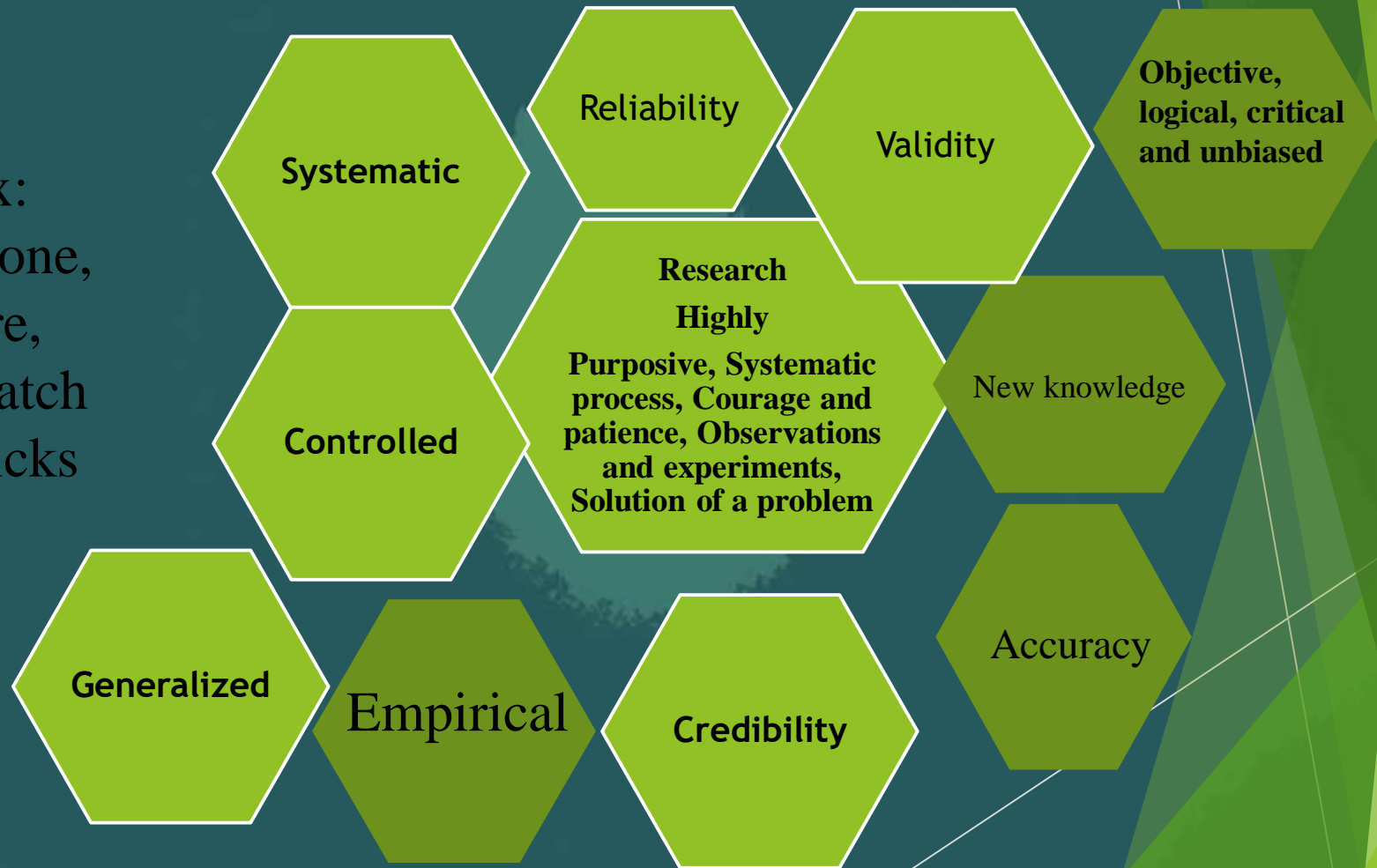
- ▶ There are reasons why people are doing research to satisfy the researcher's curiosity and desire for better understanding to test the feasibility of understanding a more extensive study and to develop the methods to be employed in any subsequent studies.

# Nature of a research

- Research is systematic enquiry whose goal is communicable knowledge.
  - I. Systematic because it is pursued according to some plan
  - II. An enquiry because it seeks find answer to questions
  - III. Goal directed because the objects of the enquiry are posed by the task descriptions
  - IV. .Knowledge directed because the findings of the enquiry must be go beyond providing mere information and
  - V. Communicable because the findings must be intelligible to and located within some framework understanding for an appropriate audience.

# Characteristics of research

Ex:  
Stone,  
fire,  
match  
sticks





# What Is a Research Methodology?

- ▶ Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data. Essentially, a research methodology is the blueprint of a research or study (Murthy & Bhojanna, 2009, p. 32).

# Methodology vs. Methods

- ▶ The confusion between “methodology” and “methods” in research is a common occurrence, especially with the terms sometimes being used interchangeably. Methods and methodology in the context of research refer to two related but different things: method is the technique used in gathering evidence; methodology, on the other hand, “is the underlying theory and analysis of how a research does or should proceed” (Kirsch & Sullivan, 1992, p. 2). Similarly, Birks and Mills (2011, p. 4) define methodology as “a set of principles and ideas that inform the design of a research study.” Meanwhile, methods are “practical procedures used to generate and analyze data (Birks and Mills, 2011, p. 4).
- ▶ To summarize these definitions, methods cover the technical procedures or steps taken to do the research, and methodology provides the underlying reasons why certain methods are used in the process.

- ▶ A paradigm is a way of thinking about the world:
- ▶ (1) The positivist paradigm embraces the principle singularity of reality, value-neutrality, objectivity and universality. It seems as time-and context- independent; detached observation, experimentation and measurement. Social reality is linear and is identical for all who experience it. Top-down approach, does not include the perspectives of the research participants; it is based only on the world view of the researcher, who conceptualizes, investigates, analyses and creates knowledge.
- ▶ (1) Quantitative/ positivism/ modernism: objective, detached observation, questionnaire, interview, experiment, close-ended questions; statistical analysis, Researcher create knowledge.

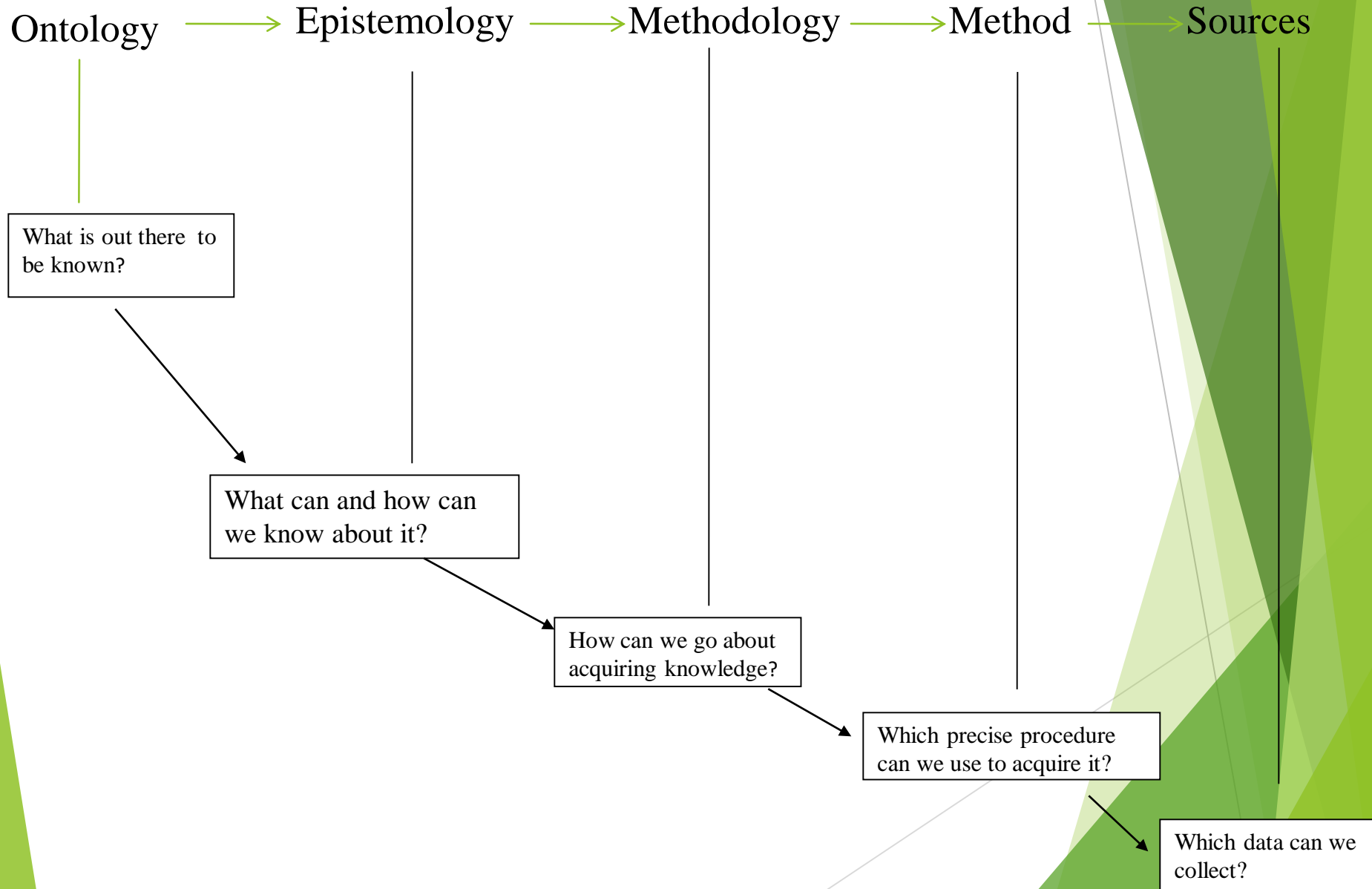
- ▶ Anti-positivist paradigm includes interpretative, constructivism, relativism, humanism, and critical approaches to research phenomena (Dezin & Linclon, 1994)
- ▶ Social reality is multiple, time-and context-bound and even case-sensitive because of the pluralisation of subcultures, lifestyles, way of living, diversity of milieus and historical changes. Subjectivity, empathetic understanding and social processes are important in meaning making. The researcher remains open to the participants' experience and to new knowledge throughout the process.
- ▶ The use of such collaborative approach is consistent with the interpretivist belief that human beings have the ability to adapt and experience reality. The reality is shaped by historical realism- social, political, economic, cultural, ethnic and gender realities are all considered

- ▶ (2) Qualitative/ post-positivism/ post-modernism: subjectivist + objectivity: narrativ, intrviews, observations, ethnography, case study, ground theory; Narrations, descriptions, visuals, quasi experiment; Researched + researcher create knowledge
- ▶ Mixed Research/Trangulated research
- ▶ Action research
- ▶ Truth of reality: (1)Realism, (2) Relativism (reality exists in context/ situatuons), (3) Constructionvist (reality is constructed in the mind of the observer), (4) Critical theory: historical, socio-cultural, ethnic, religious aspects are considered to construct reality.

- ▶ Positivist, Anti-Positivist = Quantitative, Qualitative
- ▶ Numbers vs. narrations; methods; disciplinary bias.
- ▶ The work of Malinowski and Radcliffe- Brown in Anthropology, Emile Durkheim in Sociology, Freud and Maslow in Psychology, Karl Marx in Politics, Adam Smith in Economics and Robert Chambers in Rural Development predominantly followed qualitative techniques.
- ▶ The L.P. Vidyarthi and B.K. Roy Burman in anthropology, S.C. Dube and M.N. Srinivas in Sociology, R. Rath and D. Sinha in Psychology and M.S. Swaminathan in Economics have used mixed research methods to unfold social reality.
- ▶ Research in a content domain that primarily uses multiple or mixed methods for answering research questions can be more informative and creative than mono method

<b>Positivism</b>	<b>Interpretivism</b>
<b><i>Relationship between society and the individual</i></b>	
<p>Society shapes the individual - <i>'Society consists of <u>'social facts'</u> which exercise coercive control over individuals'</i></p> <p>People's actions can generally be explained by the social norms they have been exposed to through their socialisation.</p>	<p>Individuals have consciousness and are not just puppets who react to external social forces as Positivists believe.</p> <p>Individuals are intricate and complex and different people experience and understand the same 'objective reality' in different ways</p>
<b><i>General focus of social research</i></b>	
<p>The point of research is to uncover the laws that govern human behaviour, just as scientists have discovered the laws that govern the physical world.</p> <p>Prefer quantitative methods which allow for the researcher to remain detached from the respondents.</p>	<p>The point of research is to gain in-depth insight into the lives of respondents, to gain an empathetic understanding of why they act in the way that they do.</p> <p>Prefer qualitative methods which allow for close interaction with respondents.</p>
<b><i>Preferred research methods</i></b>	
<p style="text-align: center;"><b>Quantitative</b></p> <p>Require research to be valid, reliable and representativeness</p>	<p style="text-align: center;"><b>Qualitative</b></p> <p>Prepared to sacrifice reliability and representativeness for greater validity</p>

Figure 1. Interrelationship between building blocks of research





THANK YOU

The slide features a white background with the text 'THANK YOU' centered in a black, serif font. On the right side, there are several overlapping, semi-transparent green geometric shapes, including triangles and polygons, creating a modern, abstract design.