

SUBJECT: SOCIOLOGY

Course: Social Research

Chapter # 01

INTRODUCTION

Lecture no 03

In today's lecture we will go through the following points.

- *The aims and objectives of social research*
- *Characteristics of social scientific research*

THE AIMS AND OBJECTIVES OF SOCIAL RESEARCH

The Aims

to identify, describe and produce an analysis of the facts influencing the social needs and to develop associated theory.

The Objectives

- 1) To know the nature, extent and effects of social problem on social development.*
- 2) To know the nature of sociological influences on the problematic situation. i.e. backwardness, culture, economical position, social role etc.*

- 3) *To achieve the social and individual goals and targets.*
- 4) *how and to what extent influencing factors change as society re-
enter and progress through their chosen routes.*
- 5) *To gain familiarity with a phenomenon or to achieve new
insights/understandings into it.*
- 6) *To test hypothesis and crate causal relationship between the
variables.*

CHARACTERISTICS OF SCIENTIFIC SOCIAL RESEARCH

Characteristic means the properties or salient feature of some physical or social phenomenon.

Through characteristics we identify some thing/phenomenon or differentiate some thing from the other things. Like every phenomenon has different characteristics, so the basis of these characteristics we differentiate that things from one and other. i.e. man has different characteristics from animals, different trees have different characteristic, oxygen gas has different characteristic from nitrogen gas, research design has different characteristics from sampling techniques.

Some of the characteristics of social scientific research

1) Controlled/objectivity

in social research controlled is used that the topic should be made specific, no other irrelevant materials should be included in the research, which have no relation with the research study, which is quite difficult in social research, however, a researcher must try his level best to maintain the research control.

***Objectivity** means that a researcher has no right to include his feelings, willing, ideas in the research. He is bound to express only those materials which are the part of research study.*

2) Rigorous

rigorous is another characteristic of social research, which is described that if a researcher conducts his research, he must go through the extensive literature, means he should study vast literature regarding the research study in hand. He should focus the research study from different angles and reach the depth of the topic, so that he may reach to the really, because the basic meaning of research is to uncover the truth.

3) Systematic

one of the most important characteristic of social research is that it should be systematic, systematic means that there will be logical sequence among the stages of social research. (cont.....)

The stages will be followed according the roles of the "scientific community". If there is no sequence among the stages Then it promotes "blind research".

(blind research negates the scientific research, in this research the stages are lack of logical sequence)

(Scientific community is a collection of people who share a system of beliefs and rules that monitor and sustain the production and advance of scientific knowledge)

4) Critical

social research should be critically conducted. Critical means that the research must be divided in different school of thoughts so that to draw a fine conclusion. The researcher must envisage that how different school of thoughts/thinkers think about the topic in hand.

5) Reliable and valid

the test and retest process in social research is called reliable and valid means that how the findings of the research are more close to the social reality or how the findings are strong.

In social research the same questionnaire is tested in different sample of the same universe so that to bring out the truth and accuracy, whatever the responses of the different samples are similar to one another the validity of the research must be very high.

(sample is a small group of people from the universe, who represents the whole universe)

6) unbiased

the research must be free each and every kind of partiality. The researcher should avoid his personal likeness and unlikeness. The researcher should not favor or disfavor someone or a population, but describe the responses of the respondents as it is. The biasness keeps the credibility of a research on stake and loses its authenticity.

The End