

CHAPTER # 01

INTRODUCTION

Lecture no: 05

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

- *The types of social research*

TYPES OF SOCIAL RESEARCH

Social research has been categorized on different basis so that to discriminate each one from the other.

1) ON THE BASIS OF NATURE OF THE PROBLEM

On the basis of nature of problem there are two types of social research.

i) Qualitative research

ii) Quantitative research

The research where the data is analyzed and expressed in words, narration is known as qualitative research.

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The research where the data is analyzed through SPSS in tables, pie charts and columns is called quantitative research.

2) ON THE BASIS PURPOSE

There are three types of social research on the basis of purpose

- i) Exploratory research*
- ii) Descriptive research*
- iii) Explanatory research*

In exploratory research the researcher conducts his research on the issue which is a new one. The researcher has no knowledge about the problem or has very less understanding of the issue. Such research focus on "what" questions usually so that to explore some new thing.

The descriptive research is conduct on the current situation of a society. In easy words it can be defined that "what is going on" in the society. Such research carries the questions like "who, where, when and how". The researcher has much knowledge about the issue earlier.

Explanatory research is the research which explains the problem, that "why some thing is going on", so, this research is undertaken to find the causes of some effects. Such research carries the "why" questions usually.

3) ON THE BASIS OF APPLICATION

On the basis of application there are two types of social research

- i) Primary or basic or pure research*
- ii) Applied or secondary research*

Primary research is the research which is done for the sake of knowledge. This research tests hypothesis and develop new theories or reject or support the old theories.

The research which is conducted for the practical solution of any problem is known as applied research. On the basis of the findings of this research policies are made to solve the problem.

There are two more types of applied research

a) Evaluation research

b) Action research

This type of research is used in large organizations, businesses, schools, hospitals, NGOs. The purpose of this research is to understand that how the policy is working and find its goals. Or in short words the research finds that "does it work?"

While action research is that one which's prime goal is to facilitate social change. The people are aware of the condition and learn to take action that can bring improvement.

4) ON THE BASIS OF TIME PERIOD

There are two types of social research on the basis of time period.

i) Cross-sectional studies

ii) Longitudinal studies

Any research which is conducted for a single period of time on many cases is known as cross-sectional research. In this type of research the data is collected on any problem for a single time.

The research which is conducted for the repeated time on many cases is known as longitudinal studies. The research is conducted on the same social issue for more than one times. This research can be continued till years even.

THE END