

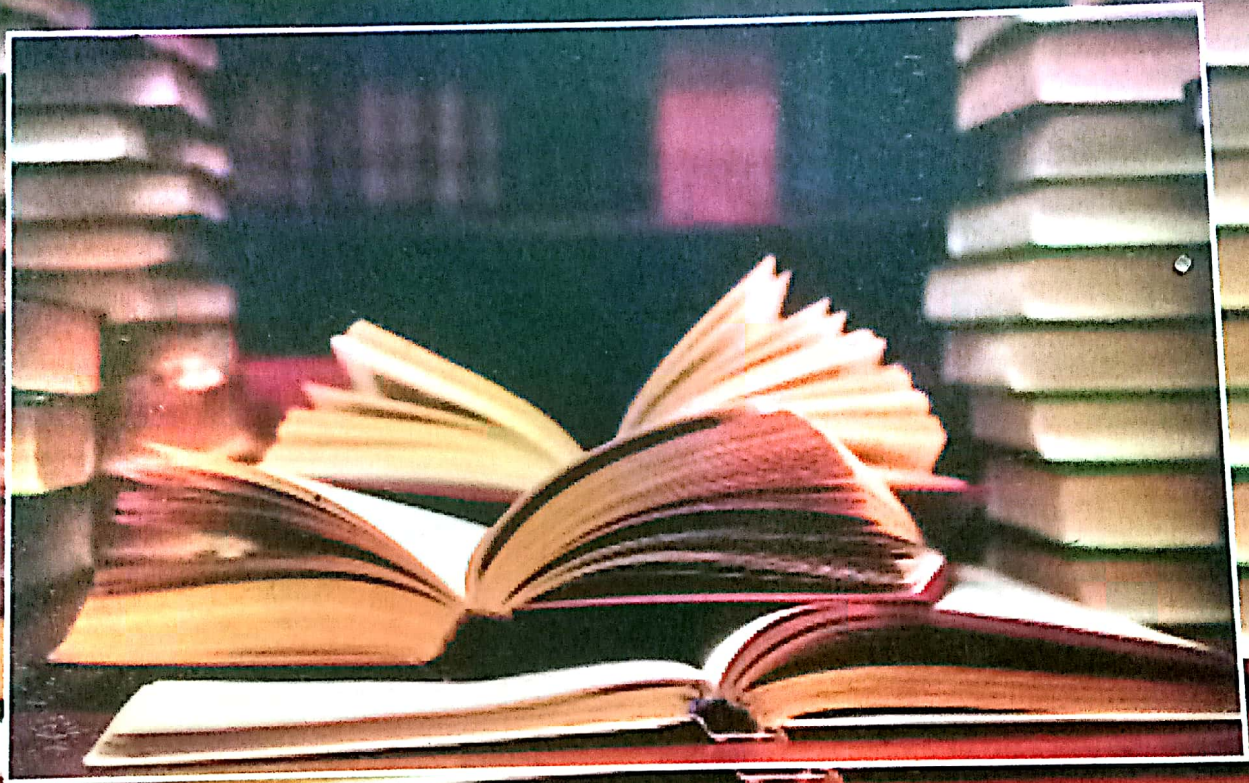
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## **Research Methodology In Social Science**

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Sr. No.	Title of Research Paper	Author(s)	Page No.
5	Methods and Techniques in Research of Social Science	Mrs. Syed Tanvir Badruddin Sayyed Samiuddin Badruddin	53
6	Methods of Data Collection in Research of Social Science	Ekhande Suvarna Sudhakar	58
7	सामाजीकशास्त्र संशोधनाच्या पध्दती व तंत्रे	प्रा. जे.डी. चव्हाण प्रा. गौतम विठ्ठलराव कांबळे	61
8	सामाजिकशास्त्र संशोधनाच्या पध्दती व तंत्रे	प्रा. डॉ. हनुमंत भूमकर प्रा. गजानन करपे	64
9	सामाजिक संशोधनात संशोधनाच्या पध्दती व तंत्र - एक ऐतिहासिक अभ्यास	प्रा.डॉ.जिरेवाड लक्ष्मीकांत मारोतीराव	67
10	सामाजिक शास्त्र संशोधनाच्या पध्दती व तंत्रे	डॉ.ज्योती गगनप्रास डॉ. सुधीर येवले	71
11	सामाजिक शास्त्र संशोधनाच्या पध्दती व तंत्रे	प्रा. गाडवे मनिषा महारुद्र	74
12	सामाजिकशास्त्र संशोधनाच्या पद्धती व तंत्रे	गोरे मधुबाला केदारलिंग	77
13	सामाजिक संशोधनात तथ्य संकलनाचे एक साधन म्हणून मुलाखत पध्दतीचे महत्व	प्रा.कांतराव किसनराव कलाने	80
14	भूगोल शास्त्र संशोधनाच्या पध्दती व तंत्रे	प्रा. कळसकर एम. पी.	83
15	सामाजिक संशोधनातील मुलाखत अनुसूची : एक अभ्यास	प्रा.डॉ. बळीराम कटारे,	86
16	सामाजिक शास्त्र संशोधन पद्धती	प्रा.सौ. एम.पी. बोरीवाले (पवार)	90
17	संशोधन विषयाची निवड आणि संशोधन पध्दती	व्हि.एम. मुधाने	92
18	इतिहास संशोधनामध्ये मुलाखत पध्दतीचे महत्व	प्रा. पाटील व्ही.एम.	95
19	इतिहास संशोधनामध्ये सर्वेक्षणाचे महत्व	प्रा. डॉ. पाटील विनायक उध्दवराव	99
20	सामाजिक शास्त्रातील संशोधनाच्या पध्दती	प्रा.काळे रेवणनाथ भिवका	104
21	सामाजिकशास्त्र संशोधनाच्या पध्दती व तंत्रे	प्रा.डॉ.एम.एफ.राऊतराहे	107
22	सामाजिक संशोधनात भविष्याकालीन संशोधन करण्यासाठी उपयुक्त डेल्फी तंत्र	डॉ. शालीनी एम.साखरकर श्री.सिद्दीकी नईम अहेमद	109



# Methods and Techniques in Research of Social Science

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## Abstract:-

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

**Keywords:-** research methodology, research techniques, knowledge, survey.

## Introduction:-

No field of study is more important to human beings than the social sciences. To understand society is to learn not only the conditions that limit our lives but also the opportunities open to us for improving the human condition. Increasing our knowledge of human society is as important as learning more about mathematics, physics, chemistry, or engineering, for unless we can develop societies in which human beings can live happy, meaningful, and satisfying lives, because all expressions of human culture are related and interdependent, to gain a real understanding of human society we must have some knowledge of all its major aspects. If we concentrate on some phases and neglect others, we will have a distorted picture. But social science today is such a vast complex that no one student can hope to master all of it. Thus, social science itself has been broken up into anthropology, sociology, history, geography,

economics, political science, and psychology.

## Methodology :-

The present research paper is based on secondary data. Which is collected from the books, Journals, news paper, websites, Internet, etc.

## Objective:-

To study the nature of research methodology in social sciences.

## Types of Research:-

Depending on the purpose of research, scientific research projects can be of following types.

### 1. Basic Research:-

The research which is done for knowledge enhancement, the research which does not have immediate commercial potential. The research which is done for human welfare, animal welfare and plant kingdom welfare. It is called basic, pure, fundamental research. The main motivation is to expand man's knowledge, not to create or invent something. There is no obvious commercial value to the discoveries that result from basic research. Basic research lay down the foundation for the applied research.

### 2. Applied Research:-

Applied research is designed to solve practical problem of the modern world, rather than to acquire knowledge for knowledge's sake. The goal of applied research is to improve the human condition. It focus on analysis and solving social and real life problems. This research is generally conducted on large scale basis, it is expensive. As such, it often conducted with the support of some financing agency like government, public corporation, world bank, UNICEF, UGC, etc., According to hunt, "applied research is an investigation for ways of using scientific knowledge to solve practical problems"

### 3. Quantitative Research:-



Quantitative research aim to measure the quantity or amount and compares it with past records and tries to project for future period. In social sciences, "quantitative research refers to the systematic empirical investigation of quantitative properties and phenomena and their relationships". The objective of qualitative research is to develop and employ mathematical models, theories or hypothesis pertaining to phenomena. The process of measurement is central to quantitative research because it provides fundamental connection between empirical observation and mathematical expression of quantitative relationships. Statistics is the most widely used branch of mathematics in quantitative research. Statistical methods are used extensively with in fields such as economics and commerce. Quantitative research involving the use of structured questions, where the response options have been Pre-determined and large number of respondents is involved.

#### **4. Qualitative research:-**

Qualitative research is collecting, analyzing and interpreting data by observing what people do and say. Qualitative research refers to the meanings, definitions, characteristics, symbols, metaphors, and description of things. Qualitative research is much more subjective and uses very different methods of collecting information, mainly individual, in-depth interviews and focus groups. The nature of this type of research is exploratory and open ended. Small number of people are interviewed in depth and or a relatively small number of focus groups are conducted.

#### **Research methods in social science:-**

Different methods are used in social science research because problems and research that we conduct in social sciences is varied. Thus, much depends on the type of topic/aspect we want to study that we use a method.

**1. Qualitative method:-** Quantitative data is collected and on the basis of this certain facts are obtained and analyzed. As a result of this certain conclusions are drawn. Such conclusions are reliable, precise and the results presentable. However, this method suffers from subjectivity.

**2. Quantitative Method:-** The emphasis of Quantitative research is on collecting and analyzing numerical data; it concentrates on measuring the scale, range, frequency etc. of phenomena. This type of research, although harder to design initially, is usually highly detailed and structured and results can be easily collated and presented statistically.

**3. Field Study Method:-** The researcher goes to the field to investigate and acquire first hand knowledge. data is collected and documents are prepared based on it. However, not many people do fieldwork. There are also certain difficulties of finance and life involved.

**4. Library Method:-** Through this it is possible to know the work that has already been done and That remains to be done. It is again through this method that theoretical framework already available can either be accepted or refuted. Work on manuscripts etc. However, with its help no new field can be covered and only existing knowledge can be interpreted and given a new outlook or twist.

**5. Experimental method/ Laboratory Method:-** In this method experiments are carried out under controlled situations. The most important thing here is that the researcher should be able to control the things over which he is experimenting. It is also important to remember that human conduct and behaviour are not easy to control.

**6. Survey Method:-** Whereas the scope of Experimental Method is quite limited in social sciences, the scope of Survey Method is quite wide and extensive. The researcher himself formulates his hypothesis and draws conclusions on the basis of surveys. Survey research a research method involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts, and behaviors in a systematic manner. This method has become a very popular method for quantitative research in the social sciences. The survey method can be used for descriptive, exploratory, or explanatory research. This method is best suited for studies that have individual people as the unit of analysis. Although other units of analysis, such as groups, organizations or dyads (pairs of organizations, such as buyers and sellers), are also studied using surveys.

**7. Questionnaire Method:-** Invented by Sir Francis Galton, a questionnaire is a research instru-



ment consisting of a set of questions (items) intended to capture responses from respondents in a standardized manner. Questions may be unstructured or structured. Unstructured questions ask respondents to provide a response in their own words, while structured questions ask respondents to select an answer from a given set of choices. Subjects' responses to individual questions (items) on a structured questionnaire may be aggregated into a composite scale or index for statistical analysis. Questions should be designed such that respondents are able to read, understand, and respond to them in a meaningful way, and hence the survey method may not be appropriate or practical for certain demographic groups such as children or the illiterate. Most questionnaire surveys tend to be self-administered mail surveys, where the same questionnaire is mailed to a large number of people, and willing respondents can complete the survey at their convenience and return it in postage-prepaid envelopes.

**8. Interview Method:-** Interviews are a more personalized form of data collection method than questionnaires, and are conducted by trained interviewers using the same research protocol as questionnaire surveys (i.e., a standardized set of questions). However, unlike a questionnaire, the interview script may contain special instructions for the interviewer that is not seen by respondents, and may include space for the interviewer to record personal observations and comments. In addition, unlike mail surveys, the interviewer has the opportunity to clarify any issues raised by the respondent or ask probing or follow-up questions. However, interviews are time consuming and resource-intensive. Special interviewing skills are needed on part of the interviewer. The interviewer is also considered to be part of the measurement instrument, and

must proactively strive not to artificially bias the observed responses. The most typical form of interview is personal or face-to-face interview, where the interviewer works directly with the respondent to ask questions and record their responses. Personal interviews may be conducted at the respondent's home or office location. This approach may even be favored by some respondents, while others may feel uncomfortable in allowing a stranger in their homes.

**9. Case Study Method:-** A case study offers an opportunity to study a particular subject, e.g. one organization, in depth, or a group of people, and usually involves gathering and analyzing information; information that may be both qualitative and quantitative. In this method a study is undertaken and an effort is made to make a comprehensive study of the problem in all its entirety, keeping in view the unitary character of the subject under study.

**10. Evolutionary method / Hierarchical Method:-** A concept or an institution is chosen and then a systematic evolutionary history of this institution is prepared.

**11. Comparative Method:-** An institution or aspect is taken in two different situations and compared.

**12. Sampling Method:-** Through this method the whole area or all associations or institutions are not studied, but by a systematic method only a sample is taken out and studied. One disadvantage in this method is that even a small negligence can lead to wrong results and conclusions.

**13. Inter-disciplinary Method:-** Now it is strongly believed that no subject of study is self-contained and all inclusive. All problems are mutually interlinked and inter-connected. Thus, meaningful research can only be done when people belonging to different disciplines combine together and try to solve a problem. Thus expertise in computers can be of tremendous help in the statistical study of a text etc.

#### **Research Process:-**

Research process consists of series of actions or steps necessary to effectively carry out research. The following order concerning various steps provides a useful procedural guideline regarding the research process:

**1. Formulating the research problem:-** There are two types of research problems, viz., those which relate to states of nature and those which relate to relationships between variables. At the very outset the researcher must single out the problem he wants to study, i.e., he must decide the general area of interest or aspect of a subject-matter that he would like to inquire into. Initially the problem



proves the quality of the data for coding. With coding the stage is ready for tabulation. Tabulation is a part of the technical procedure wherein the classified data are put in the form of tables. The mechanical devices can be made use of at this juncture. A great deal of data, especially in large inquiries, is tabulated by computers. Computers not only save time but also make it possible to study large number of variables affecting a problem simultaneously. Analysis work after tabulation is generally based on the computation of various percentages, coefficients, etc., by applying various well defined statistical formulae.

**8. Hypothesis-testing:-** After analyzing the data as stated above, the researcher is in a position to test the hypotheses, if any, he had formulated earlier. Do the facts support the hypotheses or they happen to be contrary? This is the usual question which should be answered while testing hypotheses. Various tests, such as Chi square test, *t*-test, *F*-test, have been developed by statisticians for the purpose. The hypotheses may be tested through the use of one or more of such tests, depending upon the nature and object of research inquiry. Hypothesis-testing will result in either accepting the hypothesis or in rejecting it.

**9. Preparation of the report or the thesis:-** Finally, the researcher has to prepare the report of what has been done by him. The final stage of research involves preparing the final research report documenting the entire research process in the form of a research paper, dissertation, or monograph. This report should outline in complete detail all the choices made during the research process (e.g., theory used, constructs selected, measures used, research methods, sampling, etc.) and why, as well as the outcome of each phase of the research process. The research process must be described in sufficient detail so as to allow other researchers to replicate your study, test the findings, or assess whether the inferences derived are scientifically acceptable.

#### **Conclusion:-**

Research Methodology is the way of systematic solving the research problems. Research is equally important for social scientists in studying social relationships and in seeking answers to various social problems. It provides the intellectual satisfaction of knowing a few things just for the sake of knowledge and also has practical utility for the social scientist to know for the sake of being able to do something better or in a more efficient manner. Research in social sciences is concerned both with knowledge for its own sake and with knowledge for what it can contribute to practical concerns. "This double emphasis is perhaps especially appropriate in the case of social science. On the one hand, its responsibility as a science is to develop a body of principles that make possible the understanding and prediction of the whole range of human interactions. On the other hand, because of its social orientation, it is increasingly being looked to for practical guidance in solving immediate problems of human relations."

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