

Lecture 2

**Some useful practical
aspects of Research
Methodology**

2.1. Research methodology

is taught as a supporting subject
in many academic topics,



Like : -Education
-Sociology
-Psychology
-Library studies
-Marketing research

Although these disciplines vary in content, their approach to research is similar.

2.2. Three main research processes

a. Quantitative research process:

- structured

b. Qualitative research process:

-Less structured

c. Combined or mixed research process:

- mixed processes inform and complete each other.

These are respective strengths and weaknesses:

- In many works, the approach is a combination of both quantitative and qualitative research.
- Quantitative research uses numerals, figures and numbers.
- Qualitative research focuses on the quality of information and data analysis.

2.2. Three main research processes

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graph TD; A[2.2. Three main research processes] --> B[a. Quantitative]; A --> C[b. Qualitative]; A --> D[c. Combined];
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a. Quantitative

-it quantifies information

-it measures variables

-its concern is with HOW MANY

b. Qualitative

-it looks into the quality of Information

-its concern is with the intrinsic value of information.

c. Combined

-mixed processes inform each other

-they value both quantity and quality of information

-The choice and the decision depend on the nature of the topic and the objective of the research.

-Both are important and permit successful research.

-A good researcher must be familiar with both types of skill.

2.3. A good start :

- The newcomer to research has to :
 - a. develop predispositions like:
 - .accepting the norms of research
 - .selecting a good searchable topic
 - .using a step-by-step approach
 - .being objective
 - .using reason
 - b. develop the habit of questioning :
 - .existing facts
 - .observable phenomena
 - c. Develop a critical analytical mind.

2.4. Some characteristics of the good researcher

- Experience
- Academic expertise
- Genuine curiosity
- Common sense
- Good ideas
- Discipline
- Regularity
- Reliability
- Social responsibility and accountability to the world
- Motivation
- Conviction
- Ability to prioritise.

2.5. Key words :

Quantitative research :

involves data collection procedures, like the questionnaire, that result primarily in numerical data analysed by statistical methods.

Qualitative research :

involves collection procedures , like the interview, that result primarily in open-ended , non-numerical data analysed by non-statistical methods using qualitative analysis content.

Combined/Mixed research :

Interrelated, inform each other , work together , both have roles to play in research. Might use interrelated questionnaire and interview studies.

Critical analytical mind :

mind that uses facts and evidence to reason and avoids intuitive thinking.

Reliability :

the extent to which a test yields the same results.

Accountability :

willingness to accept responsibility for one's actions.

End of lecture

Thank you

Homework :

**Find more about the
characteristics of
the good researcher**