

SEMESTER – V

RESEARCH METHODOLOGY AND FIELDWORK

UNIT : I

**TOPIC: RESEARCH IN GEOGRAPHY – MEANING, TYPES AND
SIGNIFICANCE**

PRESENTED BY

DR. SIPRA BISWAS

Research method and research methodology

Research Methods vs. Methodology

- **Research Methods** are the methods that the researcher adopts for conducting the research Studies
- **Research Methodology** is the way in which research problems are solved systematically. It is the Science of studying how research is conducted Scientifically.

Research Methods

"Research methods are the particular strategies researchers use to collect the evidence necessary for building and testing theories"

(Frey, Botan, Friedman, & Kreps; 1991)

Types of Research Approach

There are two basic approaches to research,

- ▶ Quantitative Approach
- ▶ Qualitative Approach

► Quantitative Approach

It involves the generation of data in quantitative form which can be subjected to accurate quantitative analysis in a formal and rigid fashion.

Quantitative approach can be further sub-classified into

- ❖ Inferential Approach
- ❖ Experimental Approach
- ❖ Simulation Approach

Quantitative Approach

❖ Inferential Approach

The purpose of inferential approach to research is to form a data base from which to infer characteristics or relationships of population. This usually means survey research where a sample of population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics.

Quantitative Approach

❖ Experimental Approach

Experimental approach is characterized by much greater control over the research environment and in this case some variables are manipulated to observe their effect on other variables.

Quantitative Approach

❖ Simulation Approach

Simulation approach involves the construction of an artificial environment within which relevant information and data can be generated.

Simulation approach can also be useful in building models for understanding future conditions.

► **Qualitative Approach**

Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behavior.

Generally, these techniques are used

- ❖ Focus Group Interviews
- ❖ Projective Techniques
- ❖ Depth Interviews

❖ Experimental technique

❖ Surveys

❖ Content analysis

❖ Use of existing statistics

❖ Field research

❖ Case study

❖ Focus group discussions

Quantitative

Qualitative

» Mixed methods/techniques