

Research Classification

Lect. #3 & 4

Research Methodology



Lect.#9 &10

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Research Classification

- Common Classifications...
 - Fundamental vs. Applied
 - Analytical vs. Descriptive
 - Quantitative vs. Qualitative
 - Conceptual vs. Empirical

Characteristics of Basic or Pure Research

- Basic research is directed towards determine or establish fundamental facts
 - ▣ It does not (necessary) provide result for practical use
 - ▣ Thus, it adds to the existing organized body of knowledge
 - ▣ Finding information that has a broad base of applications
 - ▣ Examples of fundamental research are:
 1. Develop theories for business and management sciences
 2. “Gathering knowledge for knowledge’s sake
 3. Research concerning to pure mathematics
 4. Study to make generalizations about human behavior

Applied Research Characteristics

- Applied Research aimed at certain conclusions
 - ▣ Thus, it discover/resolve solution of a particular problem,
- Examples of applied research.
 - ▣ Research to identify social, economic or political trends that may affect a particular institution
 - ▣ The marketing research to establish a business
 - ▣ Scientific research/experimental research

Descriptive vs. Analytic Research

- Descriptive approach attempt to determine, describe, or identify something (fact-finding) etc.
 - A descriptive research is called the foundation for research.
 - Its logic is based on the statistics of the research analysis.
 - So it can not take into the account, the validity of research results because it does not explain the causes of the result.

Analytic Research

On the other hand Analytic approach

- The researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.
- It concentrates on the process of the final result rather giving importance to the results.
- It attempt to establish why something occurs or how it came to be.

Quantitative vs. Qualitative Research

- Quantitative- use of statistical, numerical analysis to generate results,
- Main approach based on:
 - Analysis;
 - Case determination,
 - Prediction,
 - Generalization of findings

Qualitative Research

- Qualitative Research-not deal with quantitative but use non-numeric techniques
- Main approach:
 - ▣ Discovery
 - ▣ Clarification
 - ▣ Explanation/understanding

Conceptual /Non Experimental vs. Empirical/Experimental Research

- Conceptual research is that related to some abstract idea(s) or theory.
- It is generally used by philosophers and thinkers
 - ▣ to develop new concepts
 - ▣ to reinterpret existing ones.

Empirical/Experimental Research

- Empirical research relies on experiments and observation regardless to system or theories.
 - ▣ It is data-based research,
 - ▣ Coming up with conclusions which are capable of being verified by observation or experiment. So, it also call it as experimental type of research.

Experimental Research

- An experiment is a research situation where at least one independent variable, called the experimental variable, is deliberately manipulated or varied by the researcher.