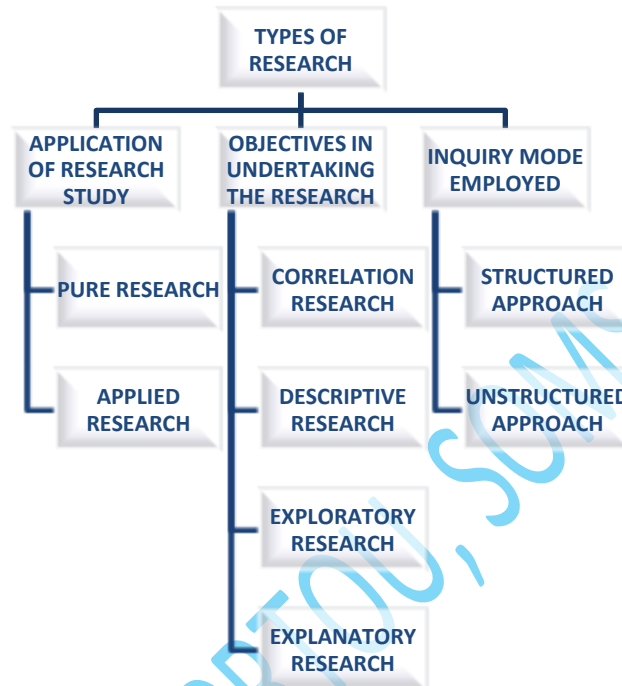


Lecture 3 TYPES OF RESEARCH

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On the basis of Application

- **Pure research** involves developing and testing theories and hypotheses that are intellectually challenging to the researcher but may or may not have practical application at the present time or in the future. The knowledge produced through pure research is sought in order to add to the existing body of research methods.
- **Applied research** is done to solve specific, practical questions; for policy formulation, administration and understanding of a phenomenon. It can be exploratory, but is usually descriptive. It is almost always done on the basis of basic research. Applied research can be carried out by academic or industrial institutions. Often, an academic institution such as a university will have a specific applied research program funded by an industrial partner interested in that program.

On the basis of Objective

- **Descriptive research** attempts to describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, living condition of a community, or describes attitudes towards an issue.

- **Correlation research** attempts to discover or establish the existence of a relationship/ interdependence between two or more aspects of a situation.
- **Explanatory research** attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon.
- **Exploratory research** is undertaken to explore an area where little is known or to investigate the possibilities of undertaking a particular research study (feasibility study / pilot study). In practice most studies are a combination of the first three categories.

On the basis of Inquiry

- **Structured approach:** The structured approach to inquiry is usually classified as **quantitative research**. Here everything that forms the research process- objectives, design, sample, and the questions that you plan to ask of respondents- is predetermined.
- **Unstructured approach:** The unstructured approach to inquiry is usually classified as **qualitative research**. This approach allows flexibility in all aspects of the research process. It is more appropriate to explore the nature of a problem, issue or phenomenon without quantifying it

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