

A Descriptive Study

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Abstract :

Research may be classified into different types for the sake of better understanding of the concept. Several factors can be considered for classification such as nature of data, branch of knowledge, extent of coverage, place of investigation, method employed, time frame and so on. There are various kinds of research but only 15 types of research are studied in this paper. The aim of research paper is to discuss the types of research and their scope in the research field.

Keywords :

Research, Methodology, Deficit, Trade, Knowledge, Investigation.

Introduction :

Research is an art of scientific investigation. It is regarded as systematic efforts to gain new knowledge. Research is a careful investigation for enquiry especially through search for new facts in any branch of knowledge. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Objectives of Study :

The following objectives are taken while writing a research paper on “Types of Research : A Descriptive Study”.

- 1) To understand the meaning of Research.
- 2) To study the various types of Research.
- 3) To explain the examples of various Research.

Research Methodology :

Descriptive research methodology is used for the research paper.

Data Collection :

For the present research paper, data collection is drawn from the written literature, newspaper and internet as well.

Types of Research :

Following are the different types of research that can be carried out by the researchers.

1) Action Research -

Action Research is a process for improving educational practice. Its methods involve action, evaluation, and reflection. It is a process to gather evidence to implement change in practices. Action research is participative and collaborative. It is undertaken by individuals with a common purpose. Action research may also be called a cycle of action or cycle of inquiry, since it typically follows a predefined process that is repeated over time. Action research is a philosophy and methodology of research which applied in the social sciences.

Example -

A teacher-researcher studies how their teaching has changed in order to facilitate better discussions in the classroom, and how these changes impact the students. Through better discussions, students can develop a better understanding of the content being covered in class.

2) Analytical Research -

Analytical research is a specific type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted. A variety of people including students, doctors and psychologists use analytical research during studies to find the most relevant information.

Analytical research focuses on understanding the cause-effect relationships between two or more variables. In analytical research, the researcher tries to explain the reasons why and how the trade deficit has moved in a specific direction within the given time.

Example -

Examining the fluctuations of international trade balance is an example of descriptive research, while explaining why and how trade balance move in a particular way overtime is an example of analytical research.

3) Applied Research -

Applied research is also known as practical research. Applied research is the research that is designed to solve specific practical problems or answer certain questions. These can include challenges in the workplace, education and society. This research type uses empirical methodologies, such as experiments, to collect further data in an area of study.

Applied research is concerned with the solution of particular problems. Applied research gives complete and valid information about the many facets of social problems. It is concerned with actual life. It discovers what, how and why of actual social life.

Examples -

Examples of applied research in health include :

- a) An investigation to identify the healing properties of a specific herb.
- b) An investigation to identify the side effects of using a particular drug.
- c) If you pressed on the brakes to stop the car, then that is an example of how you applied the brakes.

4) Casual Research -

Casual research is a type of study that evaluates whether two different situations have a cause-and-effect relationship. In casual research, the emphasis is on specific hypotheses about the effects of changes of one variable on another variable.

Examples -

- a) Study the effect of an advertising campaign on product sales.
- b) Study the effect of presence and helpfulness of salespeople on sales of housewares.

5) Conceptual Research -

Conceptual research, as the name suggests, is research that relates to abstract concepts and ideas. It doesn't involve practical experimentation but instead relies on the researcher analyzing available information on a given topic. It is generally used by philosophers or thinkers to develop new concepts or to reinterpret existing ones. The main aim of this research is to study the problems and gaps in the existing concepts or basic assumptions and to correct and remove the complexity of these concepts. This type of research is time consuming and is to be undertaken by experienced researchers in their own study areas.

Examples -

- a) The most famous example of a conceptual research is Sir Issac Newton. He observed his surroundings to conceptualize and develop theories about gravitation and motion.
- b) Einstein is widely known and appreciated for his work on conceptual research.

6) Conclusive Research -

Conclusive research is meant to provide information that is useful in reaching conclusions or decision-making. It tends to be quantitative in nature, that is to say in the form of numbers that can be quantified and summarized. Conclusive research examines the hypothesis of research problem formulated by exploratory research and draws definite conclusion for implementation. The aim of conclusive research is

to provide a reliable or representative picture of the population through the use of a valid research instrument.

7) Cross Sectional Research -

A cross-sectional study is a type of research designed in which you collect data from many different individuals at a single point in time. In cross-sectional research, you observe variables without influencing them. Many cross-sectional studies are exploratory or descriptive in purpose.

Example -

Example of a cross-sectional study would be a medical study examining the prevalence of cancer amongst a defined population. The researcher can evaluate people of different ages, ethnicities, geographical locations, and social backgrounds.

8) Descriptive Research -

Descriptive research describes a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. In social science and business research, we quite often use the term 'Ex Post Facto Research' for descriptive research studies. The major characteristic of this method is that the researcher has no control over the variables. He can only report what has happened or what is happening.

Example -

Brand preference of a group of people, frequency of shopping etc.

9) Empirical Research -

Empirical research is research that is based on observation and measurement of phenomena, as directly experienced by the researcher. The data thus collected may be compared against a theory or hypothesis, but the results are still based on real life experience.

Empirical research is defined as any research where conclusions of the study is strictly drawn from concretely empirical evidence, and therefore "verifiable" evidence. This empirical evidence can be collected using quantitative market research and qualitative market research methods.

Example -

A research is being conducted to find out if listening to happy music while working many promote creativity? An experiment is conducted by using a music website survey on a set of audience who are exposed to happy music and another set who are not listening to music at all, and the subjects are then observed. The results derived from such a research will give empirical evidence if it does promote creativity or not.

10) Exploratory Research -

Exploratory research typically seeks to create hypotheses rather than tests them. Exploratory research is a methodology approach that investigates research questions that have not previously been studied in depth. Exploratory research is often qualitative in nature. However, a study with a large sample conducted in an exploratory manner can be quantitative as well. Data from exploratory studies tends to be qualitative. The objective of exploratory research is to gather preliminary information that will help define problems and suggest hypotheses.

Examples -

- a) Brain-storming sessions.
- b) Interviews with experts.
- c) Posting a short survey to a social networking website.

11) Explanatory Research -

Explanatory research is a research method that explores why something occurs when limited information is available. It can help you increase your understanding of a given topic, ascertain how or why a particular phenomenon is occurring, and predict future occurrences.

Examples -

- a) A businessman might ask why customers aren't buying their product or how they can improve their sales process.
- b) If an animal shelter tries to find out why cities tend to experience an increase in animals being abandoned.

12) Experimental Research -

Experimental research is a research conducted with a scientific approach using two sets of variables. The first set acts as a constant, which can be used to measure the differences of the second set. Experimental research is a kind of a study that rigidly follows scientific research design. It involves testing or attempting to prove a hypothesis by way of experimentation. This research is conducted in a controlled environment, and analyzed using ANOVA. Experimental research is typically used in psychology, physical and social sciences, along with education. However, it too can be applied to business.

Example -

A common example of experimental research is laboratory blood tests to determine the causes of a patient's health conditions. In these tests, the results obtained from the patient's samples are compared with constant variables, which indicate the range of normal values.

13) Fundamental or Basic Research -

This type of research can increase our knowledge. It is also known as pure or basic research. Research which is undertaken for enhancing the knowledge is known as pure or basic research. Basic research is the research concerning principles or laws or rules. Basic research aims at the achievement of knowledge. It is not concerned with the utility or use of the conclusions of any research work. Thus, basic research is organized only for the attainment of knowledge and truth. The authentic truth can be acquired through the method of basic research.

Examples -

Here are some examples of basic research.

- a) A study looking at how alcohol consumption impacts the brain.
- b) A study to discover the components making up human DNA.
- c) A study accessing whether stress levels make people more aggressive.
- d) A study to see if gender stereotypes lead to depression.

14) Longitudinal Research -

Longitudinal research refers to a research method in which individuals are tested over a long period. The period in which participants are tested can range from months to years.

In longitudinal study, researchers repeatedly examine the same individuals to detect any changes that might occur over a period of time. Longitudinal studies are a type of correlational research in which researchers observe and collect data on a number of variables without trying to influence those variables.

Example -

A longitudinal study could be used to examine the progress and well-being of children at critical age periods from birth to adulthood.

15) Modelling Research -

A model is an abstraction of reality. Many of the real-life problems of business situations can be formulated as models. Different types of models applied to business situations are symbolic models, mathematical models and simulation models.

Examples -

- a) Regression equation is an example of a symbolic model.
- b) Linear programming models, transportation models, assignment models, inventory models, replacement models, goal programming models, parametric programming models, quadratic programming models, chance constrained programming models, separable programming models, etc. are the examples of mathematical models.

- c) The weather forecasting, flight simulators used for training pilots and car crash modeling are the examples of simulation model.

Conclusion :

After studying the present research paper in detail it is concluded that the research types are significant while doing research in any field. Besides, it is also important to select the type of particular research at a particular place. It is completely depend on the researcher while type is to be chosen for the research study. The proper conclusion is necessary for the research.

The research should be beneficial for the society for all the time. Hence, it is the responsibility of a researcher to choose the proper type of research for his research study. There are so many types of research in the research area. Each type has its own importance. Therefore, it is depend on the research field and its researcher to select a type of research.

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