**Methodology L2**

**Lecture 1 : Introduction**

 **A Short Description of the Module:**

The course of Methodology is a gate for students to university life, work, and scientific research. It helps them understand the LMD system and their role in the learning operation. It also guides them to become autonomous learners and researchers afterwards.

**Main Objective:**

The course’s objective is to introduce students to the theoretical background of research in the field of human sciences and applied linguistics.

**Key Readings:**

* Nicolas Walliman “Research Methods the Basics”
* Ranjit Kumar “Research Methodology: a step by step guide for beginners” ( Parts 1-2-3-4)
1. **What is Research?**

Close your eyes for a moment and think about the word research. What thoughts and images does this word call up for you? A lab and test tubes …etc.Most certainly, these entire images do represent different aspects of research.

* “Research is simply the process of finding solutions to a problem after a thorough study and analysis of the situational factors.” **Dr. B.S. Bodla and Prof. M.S. Turan**
* “We can define research as an activity of systematic enquiry that seeks answers to a problem.” **SOAS Research Methods Unit 01**

**Students’ Definitions (P. Clough and C. Nutbrown, 2012, A Student’s Guide to methodology)**

* Research is the investigation of an idea, subject or topic for a purpose. It enables the researcher to extend knowledge or explore theory. It offers the opportunity to investigate an area of interest from a particular perspective.
* The methods you use to obtain information from a variety of sources.
* Investigation and discovery. An opportunity to investigate a theory that requires further interpretation and greater understanding.
* A rigorous enquiry about an area which is of interest for various reasons, e.g. it may be an area about which little is known, or an area which is causing concern.
* Discovery, finding out, study, looking in depth, investigation, reaching new ideas/ conclusions.
* The term research is for me a way of describing a systematic investigation of a phenomenon or area of activity. It can sometimes be accurately measured scientifically or data collected can be analysed and compared to identify trends, similarities or differences.
1. **What is Research Methodology**
* A scientific and systematic way(s) to solve research problems
* Gathering, analysing, and interpreting information to answer a question that solves a problem
* Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

 For example, how did the researcher go about deciding:

* What data to collect (and what data to ignore)
* Who to collect it from (in research, this is called “[sampling design](https://gradcoach.com/what-is-research-methodology/#3)”)
* How to collect it (this is called “[data collection methods](https://gradcoach.com/what-is-research-methodology/#4)”)
* How to analyse it (this is called “[data analysis methods](https://gradcoach.com/what-is-research-methodology/#5)”)

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Research

1. **Purpose of rsearch (** [**https://www.questionpro.com/blog/what-is-research/**](https://www.questionpro.com/blog/what-is-research/) **)**

There are three purposes of research:

* 1. **Exploratory:**As the name suggests, exploratory research is conducted to explore a group of questions. The answers and analytics may not offer a final conclusion to the perceived problem. It is conducted to handle new problem areas which haven’t been explored before. This exploratory process lays the foundation for more conclusive research and data collection.
	2. **Descriptive:**[Descriptive research](https://www.questionpro.com/blog/descriptive-research/) focuses on expanding knowledge on current issues through a process of data collection. Descriptive studies are used to describe the behavior of a sample population. In a descriptive study, only one variable is required to conduct the study. The three main purposes of descriptive research are describing, explaining, and validating the findings. For example, a study conducted to know if top-level management leaders in the 21st century possess the moral right to receive a huge sum of money from the company profit.
	3. **Explanatory:** Explanatory research or causal research is conducted to understand the impact of certain changes in existing standard procedures. Conducting experiments is the most popular form of casual research. For example, a study conducted to understand the effect of rebranding on customer loyalty.
1. **Types of research (**[**https://www.questionpro.com/blog/what-is-research/**](https://www.questionpro.com/blog/what-is-research/) **)**

Following are the types of research methods:

**4.1- Basic research:**A basic research definition is data collected to enhance knowledge. The main motivation is knowledge expansion. It is a non-commercial research that doesn’t facilitate in creating or inventing anything. For example: an experiment to determine a simple fact.

**4.2- Applied research:**Applied research focuses on analyzing and solving real-life problems. This type refers to the study that helps solve practical problems using scientific methods. Studies play an important role in solving issues that impact the overall well-being of humans. For example: finding a specific cure for a disease.

**4.3- Problem oriented research:**As the name suggests, problem-oriented research is conducted to understand the exact nature of a problem to find out relevant solutions. The term “problem” refers to multiple choices or issues when analyzing a situation.

For example, revenue of a car company has decreased by 12% in the last year. The following could be the probable causes: there is no optimum production, poor quality of a product, no advertising, or economic conditions.

**4.5- Problem solving research**: This type of research is conducted by companies to understand and resolve their own problems. The problem-solving method uses applied research to find solutions to the existing problems.

**4.6- Qualitative research:** [Qualitative research](https://www.questionpro.com/blog/qualitative-market-research/)is a process that is about inquiry. It helps create in-depth understanding of problems or issues in their natural settings. This is a non-statistical method.

**4.7- Quantitative research:** [Qualitative research](https://www.questionpro.com/blog/quantitative-research/) is a structured way of collecting data and analyzing it to draw conclusions. Unlike qualitative methods, this method uses a computational and statistical process to collect and analyze data. Quantitative data is all about numbers.

1. **Qualities of a successful researcher (Assignment)**