
CONTENTS

INTRODUCTION

1

UNIT 1 SCIENTIFIC AND SOCIAL RESEARCH

3-34

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Meaning of Research
 - 1.2.1 Definitions of Research
 - 1.2.2 Principles of Research
- 1.3 Scientific Research
 - 1.3.1 Social Science and Research
 - 1.3.2 Objectives of Scientific Research
 - 1.3.3 Characteristics of Good Research
 - 1.3.4 Research Approaches
 - 1.3.5 Types of Research
 - 1.3.6 Nature and Scope of Research
- 1.4 Aims of Social Research
 - 1.4.1 Paradigms of Research: Positivism and Interpretivism
 - 1.4.2 Objectivity in Social Research
- 1.5 Types of Social Research
 - 1.5.1 Survey
 - 1.5.2 Fieldwork
- 1.6 Major Steps in Social Research
 - 1.6.1 Flow Chart: Research Process
 - 1.6.2 Criteria of Good Research
 - 1.6.3 Problems Encountered by Researchers in India
- 1.7 Hypothesis
 - 1.7.1 Characteristics of Valid Hypothesis
 - 1.7.2 Need for Hypothesis Formulation
 - 1.7.3 Hypothesis Testing
- 1.8 Summary
- 1.9 Key Terms
- 1.10 Answers to 'Check Your Progress'
- 1.11 Questions and Exercises
- 1.12 Further Reading

UNIT 2 CONCEPT, THEORY AND FACT

35-49

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Concept, Theory and Fact: An Overview
 - 2.2.1 Theory and Facts
 - 2.2.2 Relationship between Theory and Fact
 - 2.2.3 Theory Building
 - 2.2.4 Inductive and Deductive Reasoning
- 2.3 Objectivity-Subjectivity Debate
 - 2.3.1 Value Neutrality
 - 2.3.2 Problems of Subjectivity and Objectivity
- 2.4 Validity and Reliability
 - 2.4.1 Tests of Validity
 - 2.4.2 Tests of Reliability

- 2.5 Summary
- 2.6 Key Terms
- 2.7 Answers to 'Check Your Progress'
- 2.8 Questions and Exercises
- 2.9 Further Reading

UNIT 3 RESEARCH DESIGN AND SAMPLING

51-8

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Research Design
 - 3.2.1 Important Concepts Related to a Research Design
 - 3.2.2 Basic Principles of Research Design
- 3.3 Types of Research Design
 - 3.3.1 Exploratory Research Design
 - 3.3.2 Descriptive Research Design
 - 3.3.3 Diagnostic/Conclusive Research Design
 - 3.3.4 Experimental Research Design
- 3.4 Sampling
 - 3.4.1 Size of the Sample
 - 3.4.2 Types of Sampling
 - 3.4.3 Steps in Sampling Designing
 - 3.4.4 Principles for Selecting a Sampling Procedure
 - 3.4.5 Types and Criteria of Sampling Designs
- 3.5 Sampling Error
- 3.6 Summary
- 3.7 Key Terms
- 3.8 Answers to 'Check Your Progress'
- 3.9 Questions and Exercises
- 3.10 Further Reading

UNIT 4 METHODS OF DATA COLLECTION

91-1

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Observation
 - 4.2.1 Types of Observation
 - 4.2.2 Recording Techniques of Observation
 - 4.2.3 Advantages and Disadvantages of Observation
 - 4.2.4 Characteristics of Observation for Research
- 4.3 Questionnaire Tools
 - 4.3.1 Types of Questionnaire
 - 4.3.2 Questionnaire Administration Modes
 - 4.3.3 Appropriateness of Questionnaire
 - 4.3.4 Types of Questions
 - 4.3.5 Steps for Preparing and Administering the Questionnaire
 - 4.3.6 Importance and Limitations of Questionnaire Method
- 4.4 Schedules
 - 4.4.1 Types of Schedules
 - 4.4.2 Organization of the Schedule
 - 4.4.3 Difference between Questionnaire and Schedule
- 4.5 Interview
 - 4.5.1 Types of Interviews
 - 4.5.2 Important Elements of Research Interview
 - 4.5.3 Indifferent Attitude of the Respondent and the Role of the Research Worker
 - 4.5.4 Advantages and Disadvantages of Interview Method

- 4.6 Projective Techniques
 - 4.6.1 Evaluating Projective Techniques
- 4.7 Case Study and Content Analysis
 - 4.7.1 Content Analysis
- 4.8 Summary
- 4.9 Key Terms
- 4.10 Answers to 'Check Your Progress'
- 4.11 Questions and Exercises
- 4.12 Further Reading

UNIT 5 SCALES AND SCALING TECHNIQUES

133-162

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Scaling and its Importance
- 5.3 Types of Measurement Scales
 - 5.3.1 Nominal Scale
 - 5.3.2 Ordinal Scale
 - 5.3.3 Interval Scale
 - 5.3.4 Ratio Scale
 - 5.3.5 Attitude
- 5.4 Classification of Scales
 - 5.4.1 Single Item vs Multiple Item Scale
 - 5.4.2 Comparative vs Non-Comparative Scales
 - 5.4.3 Likert Scale
 - 5.4.4 Bogardus Scale
- 5.5 Measurement Error
 - 5.5.1 Criteria for Good Measurement
- 5.6 Summary
- 5.7 Key Terms
- 5.8 Answers to 'Check Your Progress'
- 5.9 Questions and Exercises
- 5.10 Further Reading