RESEARCH METHODS

Prepared by:

DR. ROZIAH MOHD RASDI
Faculty of Educational Studies
Universiti Putra Malaysia
roziah_m@upm.edu.my
Introduction of Research
Research: What does it mean?

- careful, systematic, patient study and investigation in some field of knowledge, undertaken to established facts/principles (Grinnell, 1993).

- One of the way to find answers to your questions.

- Implying that the process being applied:
  i) is being undertaken within a framework of a set of philosophies;
  ii) uses procedures, methods and techniques that have been tested for their validity and reliability;
  iii) is designed to be unbiased and objective.
Scientific research is an organised, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem or issue with the purpose of finding solutions to it or clarifying it.
Philosophical Bases

**Positivist Research**
- Uses precise, objective measures and is usually associated with quantitative data
- Researcher remains separate from the subjects and uses deductive reasoning

**Interpretivist Research**
- Believes that people experience physical and social reality in different ways
- Reality is socially constructed
- Researcher becomes fully involved with individual subjects

**Critical Research**
- Empower people to create a better world
- Uncovering and going beyond surface illusions
- Uncover myths and hidden meanings
Types of Social Science Research

**Applied** – done with the intention of applying results to specific problems in the business

**Basic** – to enhance the understanding of problems that commonly occur across a range of organisations
Review of Literature

Where to look for sources?
- Books
- Hardcopies or Electronic database
- Journal

What you need to do with the sources?
- Read the abstract

A brief description of a research study that appears at the beginning of a journal article.

Choose the papers that you wish to read further

Review the paper in depth to understand the concept, definitions, theory, past research referred, methodology, types of analysis, result & discussion.