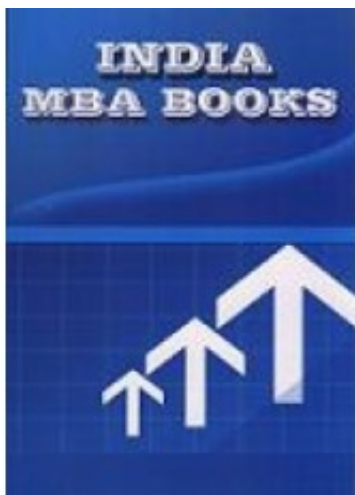


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**METHODOLOGY OF RESEARCH AND STATISTICAL
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UNIT CONTENTS

1

Research Methodology- Introduction, what is research, concept of research, relationship

between common sense and scientific framework, sociology: An interplay between them, applied research, pure research, scientific methods and its basic elements, the concept as abstraction, concepts and communication, definition and communication Problems, research

as a concept of developing knowledge, research characteristics, research and its kinds, research and the role of intuition in it.

2

Research Questions, Data Collection and Content Analysis- Hypotheses and Research Questions - Introduction, Qualitative research questions, quantitative research questions and

hypotheses, designing research, , a model for descriptive questions and hypotheses, .

Primary and secondary data - introduction, information sources used in marketing research,

evaluating secondary data, designing the data collection project. Sampling - Introduction, probability samples and convenience samples, types of probability samples, evaluating samples, other considerations, samples in social and behavioural research, types of sampling.

Data collection methods - introduction, types of data, importance of data, sources of data, use of secondary data, methods of collecting primary data: General, Methods of primary data collection, choice of methods of data collection, observation, meaning and importance,

applications, simulation, meaning.

Interviewing - types of interviews, interviewing process, panel method, characteristics, types

of panels, mail survey, projective techniques, types of projective techniques, data collection

tools, types of tools, functions, observation schedule, interview guide, interview schedule and mailed questionnaire (Both these tools are widely used in surveys), Rating scale, checklist, schedule for institutions, construction of schedules and questionnaires, schedule v.

questionnaire, the process of construction, question construction, question relevance and content, question wording, response form or types of questions, types of questions to be avoided, question order or sequence, mechanics of the schedule and questionnaire, concluding remarks, measurement scales and indices, pilot studies and pre-tests.

Content analysis - introduction, uses of content analysis, types of content analysis, issues of

reliability and validity, advantages of content analysis, disadvantages of content analysis, survey methods, types, instrument design, representative sampling, modes of data collection,

how to write good survey questions, response formats, advantages and disadvantages of surveys, non-response reduction, other methods to increase response rates, public opinion surveys.

Data processing - introduction, editing, classification and coding, categorization and classification, coding. Transcription - introduction, methods of transaction, tabulation, electronic computers, construction of tables, components of a table, principles of table construction, frequency distribution and class intervals, analysis and interpretation of data,

drawing conclusions and recommendations, graphic representations, meaning and importance types and general rules.

3 Research Design- Why is methodologically designed research needed, literature survey, MASTER OF LIBRARY & INFORMATION SCIENCES

exploratory or formulative studies design, experience survey, insight-stimulating cases and

their analysis, descriptive and diagnostic studies design, experimental study designs, experiment and its basic outline, randomization, matching, the after only experimental design, the before after experiments.

4 Research Report- Introducing a research report, design of study and its method, study and

the result of it, discussion, summary or abstract, reference, appendix, the report style.

5

Statistical Designs- Measures of central tendency - introduction, mean (Arithmetic) when not to use the mean, median, mode, skewed distributions and the mean and median, when to

use the mean, median and mode.

Standard deviation - definition of population values, discrete random variable, continuous random variable, estimation, with standard deviation of the sample, other estimators, confidence interval of a sampled standard deviation, identities and mathematical qualities,

interpretation and application, application examples, geometric interpretation, Chebyshev's

inequality, rules for normally distributed data, relationship between standard deviation and

mean, rapid calculation method, weighted calculation.

Level of measurement - introduction, why is level of measurement important? Test of reliability and validity, reliability and validity in Quantitative research, reliability, validity,

testing validity and reliability, footnotes, indexes and bibliography.

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