**What is Research?**
**1. Definition:** Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, “research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods.”
Inductive research methods analyze an observed event, while deductive methods verify the observed event. Inductive approaches are associated with qualitative research, and deductive methods are more commonly associated with quantitative analysis.
**2. Types of Research Methods.**
Research methods are broadly classified as Qualitative and Quantitative.
Both methods have distinctive properties and data collection methods.
**2.1Qualitative Methods**Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical. This method helps a researcher understand what participants think and why they think in a particular way.
Types of qualitative methods include:
One-to-one Interview
Focus Groups
Ethnographic studies
Text Analysis
Case Study
**2.2 Quantitative Methods**
Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It answers questions to justify relationships with measurable variables to explain, predict, or control a phenomenon.
Types of quantitative methods include:
Survey research
Descriptive research
Correlational research
It is essential to ensure that your data is:
Valid – founded, logical, rigorous, and impartial.
Accurate – free of errors and including required details.
Reliable – other people who investigate in the same way can produce similar results.
Timely – current and collected within an appropriate time frame.
Complete – includes all the data you need to support your business decisions.
**3. Method vs. Methodology**
the main difference between Method and Methodology is that methodology is a broader concept, and method is a part of it. While doing research, several methods are selected for it. These all methods are recorded or part of the methodology. Not only this, the methodology includes the strategies and planning of the research. The method mainly includes techniques of the research and solution of the problems, whereas methodology includes problems of these methods as well.
They differ in terms of objectives despite being related. The objective of a method is to find a proper technique or solution to the problem in research, whereas the objective of a methodology is to make sure the selected method is appropriate to find the solution.
Due to different objects, they also differ in their main functions. Methods perform the function as a tool to select a particular research technique, while the main function of methodology is to analyze all the procedures of the investigation along with the methods.
Both of them are applied during the research indeed, but they are applied in different stages of the research.