



INTRODUCTION

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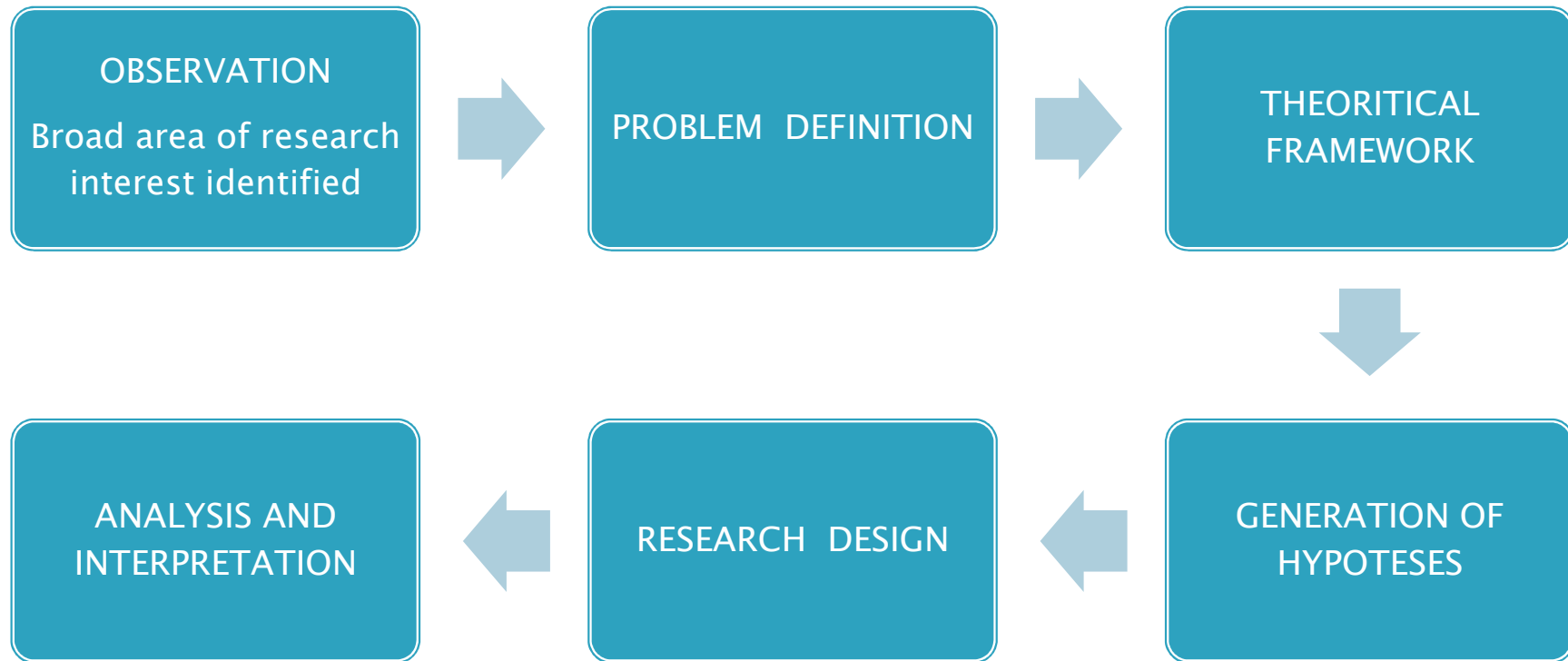
What is Scientific Research?

- ▶ A scientific inquiry or investigation into a specific problem with the objective of finding answer or solutions to it

Why Study Research?

- ▶ Research provides you with the knowledge and skills needed for the fast-paced decision-making environment

RESEARCH PROCESS



CLASSIFICATION OF EDUCATIONAL RESEARCH

BASED ON GOAL
OR PURPOSE OF
THE RESEARCH

- BASIC RESEARCH
- APPLIED RESEARCH

THE RESEARCH
BEING CONDUCTED
(METHODOLOGY)

- EXPERIMENTAL RESEARCH
- EX POST FACTO RESEARCH
- SURVEY RESEARCH
- HISTORICAL RESEARCH
- ETHNOGRAPHIC RESEARCH

BASED ON GOAL OR PURPOSE

- ▶ BASIC RESEARCH IS THE EXTENSION OF KNOWLEDGE
- ▶ APPLIED RESEARCH IS THE SOLUTION OF AN IMMEDIATE, PRACTICAL PROBLEM

BY METHODOLOGY (1)

TYPE	CHARACTERISTIC	QUESTION ASKED
EXPERIMENTAL	AT LEAST ONE VARIABLE IS MANIPULATED TO DETERMINE THE EFFECT OF MANIPULATION	WHAT IS THE EFFECT OF THE EXPERIMENTAL VARIABLE?
EX POST FACTO	VARIABLES ARE STUDIED AS THEY OCCUR IN A NATURAL SETTING BECAUSE THEY HAVE ALREADY OCCURRED ARE NOT MANIPULATED	WHAT ARE THE RELATIONSHIP AND POSSIBLE EFFECT AMONG VARIABLES?

BY METHODOLOGY (2)

TYPE

SURVEY

HISTORICAL

CHARACTERISTIC

THE INCIDENCE,
RELATIONSHIP AND
DISTRIBUTION OF
VARIABLES ARE STUDIED

A DESCRIPTION
OF PAST EVENTS
OR FACTS IS
DEVELOPED

QUESTION ASKED

WHAT ARE THE
CHARACTERISTIC
OF THE
VARIABLES?

WHAT WAS OR
WHAT HAPPENED?

BY METHODOLOGY (3)

TYPE

ETHNOGRAPHIC

CHARACTERISTIC

A HOLISTIC
DESCRIPTION
OF PRESENT
PHENOMENA

QUESTION ASKED

WHAT IS THE
NATURE OF
THE
PHENOMENA?


Types of Studies Used to do Research

- ▶ Reporting

research is done only to provide data and information required for certain decisions

- ▶ Descriptive

This research aims to describe or define who is involved in an activity, what, where and how to do it

- 
- ▶ Explanatory
research that aims to explain phenomena
 - ▶ Predictive
to predict phenomenon/ identifies what to expect from a phenomenon

What is Good Research?

- ▶ Following the standards of the scientific method
 - Purpose clearly defined
 - Research process detailed
 - Research design thoroughly planned
 - Limitations frankly revealed
 - High ethical standards applied

What is Good Research? (cont.)

- ▶ Following the standards of the scientific method (cont.)
 - Adequate analysis for decision-maker's needs
 - Findings presented unambiguously
 - Conclusions justified
 - Researcher's experience reflected

When Research Should be Avoided

- ▶ When information cannot be applied to a critical managerial decision
- ▶ When managerial decision involves little risk
- ▶ When management has insufficient resources to conduct a study
- ▶ When the cost of the study outweighs the level of risk of the decision

The Value of Acquiring Research Skills

- ▶ To gather more information before selecting a course of action
- ▶ To do a high-level research study
- ▶ To understand research design
- ▶ To evaluate and resolve a current dilemma
- ▶ To establish a career as a research specialist