

RESEARCH METHODOLOGY

Unit – I: Social and scientific research

- a. Nature, importance and types of social and scientific enquiry.
- b. Pure and applied research, quantitative vs qualitative research.
- c. Experimental and co-relational research, laboratory and field experiments.
- d. Field study, sample survey, cross sectional and longitudinal research.

Unit – II: Methods in social research

- a. Variables: nature, types and characteristics.
- b. Problem and hypotheses: Characteristics, types, formulation and sources.
- c. Positivism and interpretivism; ethical issues in social research.
- d. Secondary sources of data: nature, uses and limitations

Unit –III: Sampling, research design and tools of data collection

- a. Meaning, nature and utility of research design.
- b. Experimental, ex post facto, Exploratory, Descriptive, research design, before and after design within subject and between subject design, factorial design.
- c. Probability and non probability sampling: random, stratified, cluster, quota, convenience, incidental, Purposive and snow ball sampling techniques.
- d. Method and tools of data collection: test, questionnaire, schedule interview, observation and case study.

Unit - IV: Statistical techniques and analysis of data

- a. Normal and skewed distribution, percentile, quartile and decile.
- b. Descriptive and inferential statistics.
- c. Parametric and non-parametric statistical techniques, uses of SPSS.
- d. Discourse analysis, content analysis and ethnography.

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