

Overview of Research Methodology

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Research (Search)

- ▶ What is Truth?
- ▶ What Everyone Knows?
- ▶ Common Sense
- ▶ Is truth Relative?
- ▶ Situating Knowledge (Mostly applied to Social Science Knowledge)

What is Knowledge?

In getting to know what knowledge is, we need to better understand what constitutes knowledge. Perhaps it is better to understand knowledge as an organized combination of ideas, rules, procedures and information.

However, we must always bear in mind that the notion of **'acceptable knowledge'** is relative; a universally acceptable definition of a specific knowledge is not always straightforward.

Knowledge

- ▶ Knowledge interprets information, facts, and skills acquired through watching, observing, learning, education, or experience. A quote from brainyquote.com credited to Cecil Richard reads; “the first step towards knowledge is to know that we are ignorant”.

Remember this?

Acceptance of one's ignorance creates room for knowledge, because false assumptions create confusion and increase ignorance.

Knowledge is knowing and the ability to differentiate between right and wrong.

- ❖ But what is right or wrong is equally relative! That is why research is absolutely vital

Why Research?

The purpose of doing research can be located under the following headings:

- i. Exploratory,
- ii. Descriptive, and
- iii. Explanatory,

Yet, the fundamentality of Social Science Research is to create **an empirically established knowledge**.

What is Research?

- ▶ A voyage of discovery
- ▶ A journey; An attitude; An experience; A method of critical thinking; A careful critical enquiry in seeking facts for principles
- ▶ Scientific and systematic search for pertinent information on a specific topic
- ▶ Process of arriving at dependable solutions to problems through the planned and systematic collection, analysis and interpretation of data
- ▶ A systematized effort to gain new knowledge; A movement from the known to the unknown
- ▶ Search for (new) knowledge/ facts through objective, systematic and scientific method of finding solution to a problem
- ▶ Implicit question + Explicit answer + data to answer the question
- ▶ Find answers to question / acquire knowledge

(Knowledge through an established Methodology)

And science is...

‘an objective logical, and systematic methods of analysis of phenomena, advised to permit the accumulation of reliable knowledge’.

Methodology

What is Research Methodology?

According to Alexander Rosenberg

The debate about whether there are limits on the sorts of questions science can answer hinges on two things:

- i. First, we need to identify the methods of science, and
- ii. Second, we need to identify the limits on what questions these methods can address

Delineating these methods and deciding on these questions are matters that no one science can by itself address. This is in part what makes them philosophical questions (1988)

Research (Methodology)

Truth seeking is the search or investigation of or for a body of real things, events, or facts. In the social sciences truth seeking is normally the process of applying a scientific method to social inquiry.

► So...

Research (Empirical Oriented)

- ▶ A scientific method is the set of principles and procedures used by social scientists for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge.

Research (Empirical Oriented)

- ▶ In many instances, this process involves formulating or testing a specific theory or hypothesis, in the broadest sense, where theory is defined as “a set of interrelated constructs, definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting phenomena” (p. 9).

Research methodology is

...the art of finding out methods used to collect and analyse empirical data.

In sum...

- ▶ The methodology can be explained as a set of statute and hypothesised norms used by researchers in a specific discipline to study peculiar social or non-social phenomena (in the case of natural sciences).

In sum...

- ▶ The Social Science methodology often adopts [any or more than one approaches] the following approaches. The most commonly referred to are:
 - The Positivist Social Sciences,
 - The Interpretive Social Science,
 - The Critical Social Science,
 - The Feminist, and The Postmodern Research

In sum..

SSR methodology has two important functions:

- ▶ To demonstrate that the study is scientifically conducted. This is because it informs the reader of the rigid application of scientific method adopted in the study.
- ▶ To justify the various research techniques, methods and designs employed in the course of the study.

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What Are The 'Use' of Research Methodology?