



Research  
Methodology and  
Research Methods

Dr. Roma Mitra Debnath, Ph.D.  
Associate Professor (Applied Statistics)

 roma.mitra@gmail.com  
romadebnath.iipa@gov.in

 011-2346 8350 (O)  
9310338939 (M)

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Research Methodology and Research Methods  
by Dr. Roma Mitra Debnath, IIPA.

Research Strategies and research tools

Session # 3

Research Strategies  
and  
research tools

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Research Strategies and research tools

- What is Theory?
- How Theory and research strategy are inter connected?

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### Research Strategies and research tools

#### Theory and Literature

- Uses of literature:
  - characteristic of 'fact-finding exercises'
  - descriptive & exploratory
  - theory can be latent or implicit in the literature
- Theory driven by:
  - neglected aspects of topics
  - ideas not previously tested
  - deficiency of existing approaches
  - newly published ideas or findings

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### Research Strategies and research tools

#### Research strategy: Quantitative, Qualitative and Mixed

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### Research Strategies and research tools

#### Deduction and Induction

- **Deduction:**
  - Theory → observations/findings
- **Induction:**
  - Observations/findings → theory

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**Qualitative Research strategy:**  
Hochschild's (1983) theory of emotion

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**Quantitative Research strategy:**  
Theory of Leadership in a context

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**Research Strategies and research tools**

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**Practical Considerations**

- May influence or determine choices on:
  - research strategy
  - design
  - method
  - resources & costs
- May be influenced or determined by:
  - nature of the topic
  - people being investigated

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### Research Strategies and Research Tools

## Qualitative Research tools

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### Research Strategies and research tools

- Ethnography
- Qualitative interviewing
- Focus groups Discussion (FGD)
- Language-based approaches

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### Research Strategies and research tools

## Quantitative Research tools

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**Research Strategies and research tools**

Univariate: frequency distribution, Central Tendency, Dispersion, Graphical analysis

Bivariate: Correlation, Association, Contingency table

Multivariate: Regression, ANOVA etc.

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