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# Research Methodology-1

By : Sandip Tripathy, Department of Geography, Kharagpur College

Topic Covered - Field Techniques and Tools, Questionnaire



# Research Methodology

- The Process of conducting research is called Research Methodology
- The concrete, structured way to conducting step by step research
- To find out the information properly from gigantic heaps of information
- Depending on situation and subject variability, research method also changes
- It is more easier to grasp the information easily for all
- Universally Accepted format that can be very easy to follow
- Emerged as a separate subject after implementing all the matters it possess.



# Field Techniques

- Field Research is defined as qualitative data collection method, through which observe, interact and understand people in his natural environment
- It may consists of Direct Observation, Limited participation, Analysis of documents, Informal Interview, Survey
- Direct Observation
- Participant Observation
- Ethnography
- Qualitative Interview
- Case Study



# Steps of field technique

- Build the right Team
- Recruiting People for the study
- Data collection methodology
- Site Visit
- Data Analysis
- Communicating Result



# Reasons Of Field Technique

- To overcome lack of data
- Understanding the context of study
- Increasing the quality of data
- Collecting ancillary data



# Advantage and Disadvantages

## Field Technique

- Manipulating of Variable is not considered
  - Ancillary topics
  - Deep Understanding
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- Expensive
  - Difficult
  - Tough to follow
  - Depended to researcher
  - bias



# Questionnaire

- Questionnaire means a set of questions to a specific objective for getting information from a focused group
- Generally sampling is associated with it
- Direct Questionnaire
- Email Questionnaire
- Internet Questionnaire
- Mobile Questionnaire



# Type of Questions Questionnaire

- Open ended questions
- Closed ended questions
- Structured questions
- Semi structured questions
- Non-Structured questions
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# Observation

## Participants

- Information is sought by way of Investigator's own observation without asking to respondent
- **Advantages**
- Subjective bias can be eliminated if implemented accurately
- The information gathered only is currently happening, not mixing complexity with past phenomena
- This does not need the willingness from respondent.
- **Limitation**
- Very Expensive technique
- Only Limited Information can be gathered
- Unforeseen factors may interfere the observation



# Observation

## Non-participants

- Non participant observation is a type of observation where direct observation is not required
- It can be entering into social system or community system involved
- Or may be staying separate from the observation is going on
- Observation process is a three stage funnel (James Spradley)-Descriptive Observation >> Focused Observation >> Selected Observation
- Generally in Nuanced and dynamic situation, it is used.
- Limitation
- The Observer Effect, Objectivity of the Observer, Selectivity, Ethical Concern