

SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

MBA HRD 203

SUBJECT NAME: RESEARCH METHEDODOLOGY

UNIT-V

TOPIC NAME: SOCIAL RESEARCH

Introduction and definition

Society is an organized group of persons associated together with shared objective, norms and values pertain to the society. People have social life and social process. Research is systematic and organized effort to investigate a specific problem that needs a solution. It contributes to the general body of knowledge. It also corrects human knowledge. Social research now can be defined as the systematic and objective analysis and recording of controlled observations that may lead to the development of generalization, principles or theories resulting in prediction and possibly ultimate control of events in society. It attempts to answer or solve social problems.

Social Research' is again a broad term having a reference to different kinds of scientific inquiries conducted in the field of social sciences and the behavioral sciences (the distinction between social sciences and behavioral sciences is itself not very clear).

Sociological research, for example, which may be an especial concern for quite a few may be considered a part and parcel of the general category or rubric that is designated as 'social research'. It may be said that, all sociological research is 'social research' but not all 'social research' would qualify as sociological research.

Thus, social research has a reference to an investigation focused on social phenomena processes and organization which aims to discover new facts about social reality or verify old ones, to analyse their sequence, interrelationships, causal connections and laws governing them by means of logical and systematized methods.

According to **C.A. Moser** “Social research is a systematized investigation to gain new knowledge about social phenomenon and problems.”

According to **P.V. Young** “Social research is a scientific undertaking which by means of logical methods, aim to discover new facts or old facts and to analyze their sequences, interrelationships, casual explanations and natural laws which govern them.”

Characteristics of social research

- It is directed towards the solution of problems. The ultimate goal is to discover cause-and-effect relationship between social problems.
- It emphasis the development of generalizations, principles or theories that will be helpful in predicting future occurrences.
- It is based upon observable experience or empirical evidence.
- It demands accurate observations and description. Researchers may choose from a variety or no qualitative description of their observations.
- It involves gathering new data from primary sources or using existence data for new purpose.
- Although social research activities may at time be somewhat random and unsystematic, it is more often characterized by carefully designed procedure that applies rigorous analysis.
- It requires expertise. The researcher knows what is already known about the problem and how others have investigated.
- It strives to the objective and logical applying every possible test to validate the procedure employed, data collected and conclusion reached.
- It involves the guests for answer to unsolved problems.
- It is characterized by patient and unhurried activity. Researcher must expect disappointment and discouragement as they pursue the answer to difficult.

Objectives of social research TM

- ❖ To facilitate the understanding of human behavior. TM
- ❖ To acquire knowledge about social phenomena, events, issue, problems etc. TM
- ❖ To identify functional relationship existing in the social phenomena. TM

- ❖ To find out the natural laws that regulates or directs social phenomena. TM
- ❖ To standardize the society concept, e.g. culture, struggle, generation gap, social distance etc.
- ❖ To formulate solution to social problems.
- ❖ To maintain social organization, remove social tension, misconception, etc TM
- ❖ To develop social revival plan.

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