

SOS POLITICAL SCIENCE & PUBLIC ADMINISTRATION

MBA HRD 203

SUBJECT NAME: - RESEARCH METHODOLOGY 203

UNIT V

TOPIC: SIGNIFICANCE OF SOCIAL RESEARCH

SOCIAL RESEARCH

Social sciences are not exact science like physical sciences. It deals with human beings. Human nature and mans environment are so complex, that it is more difficult to comprehend and predict human behavior than the physical phenomena. Social science research is a systematic method of exploring, analyzing and conceptualizing human life in order to extend, correct or verify knowledge of human behavior and social life. Social research seeks to find explanations to unexplained phenomena, to clarify the doubtful and correct the misconceived fact of social life. It involves the application of scientific method for understanding and analyzing of social life in order to correct and verify the existing knowledge as a system. The main idea behind social research is to discover new inter relations, new knowledge, new facts and also to verify old ones. Human behavior may be involved by certain values and laws. The main purpose of social research is to discover those laws which can be proper guidelines for studying human contact and behavior. It is difficult see the underlying uniformities in the diversity of complex human behavior. Social research 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.

DEFINITION OF RESEARCH

According to **Black and Champion**, “scientific research consist of obtaining information through empirical observation that can be used for systematic development of logically related propositions attempting to establish casual relations among variable”.

Emory defines research as “any organized inquiry designed and carried out to provide information for solving a problem”.

Kerlinger defines research as a” systematic, controlled, empirical and critical investigation of hypothetical relations among natural phenomena”.

L.V. Redman and A.V.H. Morry has defined “systematic effort to gain new knowledge we call research”.

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.”

SIGNIFICANCE OF SOCIAL RESEARCH

Within the last 20 to 25 years, courses in methods of social research have come to occupy an increasingly important role in sociological curricula. It likely that at

present every major university offers such courses. This is because growing significance of social research and also growing job opportunities in this field.

The market analysis, the public opinion expert, the investigator of communication and propaganda all are growing facts for governmental and business needs. Knowledge of social research is useful for interpreting and weighing such reports.

In the present age, social science are accruing a scientific method of study for this method, research is an important factor. In the last two or three decades, social research has become an important subject of the curriculum of Sociology. In fact almost all the universities, where sociology is taught, social research is a part of the curriculum of the sociology. Social research has therefore, assumed greater importance.

Apart from this, the social science research is essential for proper understanding of the society and proper collection and analysis of social facts. The social research is an effective method. Research Laboratory techniques are helpful in finding further knowledge, about the subject. Through research only it has been possible to make progress and reach further. It is part of man's nature. The important saying goes, necessity is the mother of invention and invention is the result of research. So long as necessity exists the research shall be this social science and particularly sociology has come to occupy an important place for us.

In fact, research is an organized effort to acquire new knowledge. It is based on the past experience and past knowledge. The richer the past knowledge, greater the surely of the results. In science sociology is assuming a scientific base, research has become a part of study, and it is not an easy task to predict social behavior because the human nature is ever changing.

- To facilitate the understanding of human behavior.
- To acquire knowledge about social phenomena, events, issue, problems etc.
- To identify functional relationship existing in the social phenomena.
- To find out the natural laws that regulates or directs social phenomena.
- 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.
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SOME OTHER SIGNIFICANCE OF SOCIAL RESEARCH

The significance of social science research is discussed below;

a) Discovery of facts and their interpretation.

Social research provides answer to questions of what, when, how and why of man, social life and institutions. Discover of facts and their inter relationship help us to discard distortions and contribute to our understanding of social reality.

b) Diagnosis of problems and their analysis.

Our society has innumerable problems such as poverty, unemployment, economic inequality, social tension etc,. The nature and dimensions of such problems have to be diagnosed and analyzed. An analysis of problems leads to an identification of appropriate remedial actions.

c) Systematization of knowledge.

The facts discovered through research are systematized and the body of knowledge is developed. It contributes to the growth of theory building.

d) Control over social phenomena.

Research in social science provides first hand information about the nature of social institutions. This knowledge helps us to control over the social phenomena.

e) Prediction.

Social research aims at finding an order among social fact and their casual relations. This affords a sound basis for prediction in several cases.

f) Development planning.

Systematic research can give us the required data base for planning and designing developmental schemes and programs.

g) Social welfare.

Social research can identify the causes of social evils and problems. It can thus help in taking appropriate remedial actions. It also provides guideline for social welfare.

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 non 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 question.
- It is carefully recorded and reported. Each important term is defined, limiting factors are recognized, procedures are described in detail, reference are carefully documented, results are objectively recorded and conclusions are presented with scholarly caution and restraint.
- It is interdisciplinary in nature
- It sometimes requires courage.