



RESEARCH METHODOLOGY in Social Science

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Qualitative Research Methodology in Social Sciences

Sable Prajakta Santosh
Marutraoji Ghule Patil College, Ahmednagar.

Introduction -

This literature review paper discusses the proper use of qualitative research methodology to discuss several aspects of the research for the improvement of the skill of the readers. During the last few decades, the use of qualitative research has been increased in many institutions. It can be used to explore several areas of human behaviour for the development of organizations. The purpose of this study is to provide inspirations to the new researchers for the development of their qualitative articles. The paper analyses the design of qualitative research giving some methodological suggestions to make it explicable to the reader. In this paper an attempt has been taken to study the background of the qualitative research methodology in social sciences and some other related subjects, along with the importance, and main features of the study.

Every research must involve an explicit, disciplined, systematic (planned, ordered, and public) approach to find out most appropriate results. Qualitative research is inductive in nature, and the researcher generally explores meanings and insights in a given situation. In this paper an attempt has been taken to study the background of the qualitative research methodology in social sciences and some other related subjects, along with the importance, and main features of the study.

Definition of Social Science -

A branch of science that deals with the institutions and functioning of human society and with the interpersonal relationships of individuals as members of society. A science such as economics or political science dealing with a particular phase or aspect of human society.

What is Social Science?

Social science is, in its broadest sense, the study of society and the manner in which people behave and influence the world around us. Social science tells us about the world beyond our immediate experience, and can help explain how our own society works - from the causes of unemployment or what helps economic growth, to how and why people vote, or what makes people happy. It provides vital information for governments and policymakers, local authorities, non-governmental organisations and other

Definition of Qualitative Research:

Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. This method is not only about "what" people think but also "why" they think so. For example, consider a convenience store looking to improve its patronage. A systematic observation concludes that the number of men visiting this store are more.

One good method to determine why women were not visiting the store is to conduct an in-depth interview of potential customers in the category.

Qualitative research in Social Sciences-

Focusing on the integral role of the researcher, Qualitative Research for the Social Sciences uses a conversational writing style that draws readers into the excitement of the research process. Lichtman offers a balanced and nuanced approach, covering the full range of qualitative methodologies and viewpoints about the field, including coverage of social media as a tool to facilitate research or as a venue for study. After presenting theoretical concepts and a historical overview, Lichtman guides readers, step by step, through the research process, addressing issues of analyzing data, presenting completed research, and evaluating research. Real-world examples from across the social sciences provide both practical and theoretical information, helping readers understand abstract ideas and apply them to their own research.

Objective of the Study -

This study analyses the qualitative research methodology for the new researchers. We have tried to highlight aspects of qualitative research strategy in social sciences and related subjects.

Objectives:

- To provide a basic understanding of qualitative research.
- To equip with sufficient information to appreciate how qualitative research is undertaken.
- To highlight different types of qualitative research.
- To describe in brief the characteristics, strengths and weaknesses, advantages, and importance of qualitative research.

Conclusions:

In this study we have highlighted the qualitative research method approaches. We have observed that this method allows the researcher to explore and better understand the complexity of a phenomenon. Obviously the qualitative research is more complex than the quantitative research, as it deals with human mind and actions. We have discussed the types of qualitative research, such as, phenomenology, ethnography, narrative approach, grounded theory, content analysis, action research, historical research, case study in brief. We have also enlightened the characteristics, strengths, weaknesses, advantages, and importance of qualitative research. In this review paper we have tried to give an idea to the researchers to write qualitative research articles that are new in this field.

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