

# Research Methodology

Step 2:

recognizing types of your research?

Understand the difference between primary and secondary researches



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Issued date: Aug / 2009

Last update: Jan / 2014



## WHY UNDERTAKE RESEARCH?

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- To investigate some existing situation or problem.
- To provide solutions to a problem.
- To explore and analyse more general issues.
- To construct or create a new procedure or system.
- To explain a new phenomenon.
- To generate new knowledge.
- A combination of two or more of any of the above.



## Step 2: Which type of Research?

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## Exploratory research

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This type of research attempts to gain some familiarity with the appropriate concepts and looks for patterns or ideas without any preconceived ideas or explanation.



## Descriptive research

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Describes a particular phenomenon, focusing upon the issue of what is happening, or how much of it has happened, rather than why it is happening.



## Explanatory research

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This type of research is involved in explaining why something happens, and assessing causal relationships between variables.



## Predictive research

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Forecasts future phenomena, based on the interpretations suggested by explanatory research.



## PURE AND APPLIED RESEARCH

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***Pure research*** takes place to explore a particular concept, or issue, without regard for a specific problem, and may be carried out to simply gain a better understanding of the overall concepts.

***Applied research*** is undertaken to solve a specific problem or provide a solution to a practical question.





# THEORETICAL AND EMPIRICAL RESEARCH

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***Theoretical research*** generally uses the findings from existing works to develop new ideas through analysing existing theory and explanations. These new ideas are not tested through collecting evidence in the form of primary data.

***Empirical research*** supports the development of new ideas through the collection of data (empirical = observation or measurement rather than theoretical reasoning).



# PRIMARY AND SECONDARY RESEARCH

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## ***Primary research***

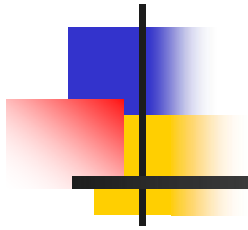
Refers to research that has involved the collection of original data specific to that particular research project, for example through using research methods such as questionnaires or interviews.

## ***Secondary research***

Refers to research where no such original data is collected, but the research project uses existing (or secondary) sources of data, for example census or archive data.

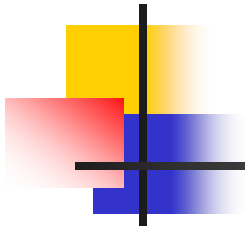
# Methodology:

Recognizing type of your research:  
Primary, Secondary,.....



## Next Session

Step 3: Determine your scope and time line



*“There is no way to get  
experience except  
through experience.”*