



# RESEARCH METHODOLOGY

**PY-507** 

MA (PSYCHOLOGY) SEM I

## **COURSE DESIGN, PREPARATION AND REVIEW TEAM**

| Prof. T.K. Jain                                                                                                   | Dr. Ankur Jain,                                                         |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Director,                                                                                                         | Director,                                                               |
| CDOE SGVU Jaipur                                                                                                  | CIQA, SGVU Jaipur                                                       |
| Prof. P.K. Sharama                                                                                                | Dr. Roma Singh,*                                                        |
| Rtd. Professor                                                                                                    | Assistant Professor,                                                    |
| VMOU Kota                                                                                                         | CDOE, SGVU)                                                             |
| Dr. Ajay Vardhan                                                                                                  | Dr. Kriti Shrivastav                                                    |
| Regional Director                                                                                                 | Assistant Professor                                                     |
| IGNOU Aligarh(UP)                                                                                                 | CIQA SGVU Jaipur                                                        |
| Dr. Kuldeep,                                                                                                      | Dr. Kuldeep,                                                            |
| Assistant Professor,                                                                                              | Assistant Professor,                                                    |
| CDOE, SGVU                                                                                                        | CDOE, SGVU                                                              |
| Dr. Ranjan Upadhyaya,<br>Professor, Department of Management<br>Studies, Vivekananda Global<br>University, Jaipur | Dr. Shruti Tiwari,<br>Assistant Professor,<br>School of Education, SGVU |
| Dr. Vijay Sharma, HOD, Centre for Rural                                                                           | Dr. Kalpana Randhawa,                                                   |
| Empowerment and Development,                                                                                      | Associate Professor,                                                    |
| Government Engineering College, Bikaner                                                                           | CDOE, SGVU                                                              |
| Dr. Vishal Goar                                                                                                   | Dr. Lata Suresh,                                                        |

Dr. Vishal Goar Dean Research Bikaner Technical University, Bikaner

Director, Indian Institute of Corporate Affairs, (Ministry of Corporate Affairs) Gurugram

**Course Coordinator and editor** 

### **Program Coordinator**

Dr. Jyoti Gaur,\*Dr. KalpProfessor,AssociatCDOE, SGVUCDOE, SAcknowledgement : The persons marked with (\*) are the authors

Dr. Kalpana Randhawa, Associate Professor, CDOE, SGVU

## PRINT PRODUCTION

Mahendra Sharma Assistant Registrar SGVU Jaipur

Published in: November, 2024

#### ISBN (Awaited)

**©SGVU**. All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means,

without permission in writing from the SGVU.

Published by:

S. B. Prakashan Pvt. Ltd.

WZ-6, Lajwanti Garden, New Delhi: 110046 Tel.: (011) 28520627 | Ph.: 9625993408 Email: <u>info@sbprakashan.com</u> | Web: <u>www.sbprakashan.com</u>

| <b>RESEARCH METHODOLOGY: INTRODUCTION</b>                | 1   |  |
|----------------------------------------------------------|-----|--|
|                                                          | 1   |  |
| BLOCK 2                                                  | 10  |  |
| DATA COLLECTION AND ANALYSIS                             | 10  |  |
| BLOCK 3                                                  | 22  |  |
| SAMPLING TECHNIQUES: COMPLEX DESIGNS                     |     |  |
| BLOCK 4                                                  | 312 |  |
| DATA ORGANIZATION AND STATISTICAL<br>ANALYSIS TECHNIQUES | 51  |  |

# Learning Map

# **Course Credit-4**

| Content                                                                                | <b>Course Credit</b> | Page No |
|----------------------------------------------------------------------------------------|----------------------|---------|
| BLOCK 1 Research Methodology: Introduction                                             | 0.8                  | 1       |
| Unit 1: Introduction To Research Methodology                                           |                      | 2       |
| Unit 2: Types Of Research And Significance Of Research                                 |                      | 41      |
| Unit 3: Research Process – Criteria Of Good Research                                   |                      | 62      |
| BLOCK 2 Data Collection and Analysis                                                   | 0.8                  | 103     |
| Unit 4: Methods Of Data Collection & Analysis Of Data                                  |                      | 104     |
| Unit 5: Other Methods Of Data Collection                                               |                      | 143     |
| Unit 6: Collection Of Secondary Data -Case Study Method -Survey                        |                      | 190     |
| Method                                                                                 |                      |         |
| BLOCK 3 Sampling Techniques: Complex Designs                                           | 0.8                  | 226     |
| Unit 7: Sampling Fundamentals                                                          |                      | 227     |
| Unit 8: Complex Random Sample Designs                                                  |                      | 255     |
| Unit 9: Multi-Stage Sampling                                                           |                      | 291     |
| BLOCK 4 Data Organization and Statistical Analysis<br>Techniques                       | 0.8                  | 312     |
| Unit 10: Measurement And Scaling Techniques                                            |                      | 313     |
| Unit 11: Technique Of Developing Measurement Tool Organizing Data                      |                      | 340     |
| Unit 12: Measures Of Variation And Types Of Distributions In<br>Inferential Statistics |                      | 374     |
| <b>BLOCK 5 Report Writing: Techniques</b>                                              | 0.8                  | 404     |
| Unit 13 Report Writing: Technique Of Interpretation                                    |                      | 405     |
| Unit 14: Significance Of Report Writing –Steps To Avoid Plagiarism                     |                      | 424     |
| Unit 15: Report Writing – Mechanics Of Writing a Report –                              |                      | 445     |

## **Prior Learning**

Understanding of basic research concepts, such as hypothesis formation, sampling techniques, and data collection methods. Familiarity with qualitative and quantitative approaches, as well as statistical analysis, provides a foundation for conducting and evaluating research studies.