

CC VIII Research Methodology and Statistics

Unit 1. Research:

Meaning, Characteristics of Social Research, Identification of Research problems. Use of library, reference reading and documentation. Types of research: Fundamental Research, Applied Research – Action Research and Evaluation Research, Methods of Research – Historical research – Descriptive research-Survey Research-Case study-experimental research.

Unit 2. Tools and Techniques of Research:

Observation – Interview –Schedule and Questionnaire Scaling techniques. Planning a research project: Review of literature-Selection and formulation of a problem – hypothesis – research design.

Unit 3.

Sampling - Types of sampling – Collection of data – transcription-tabulation-analysis and interpretation of data- Report writing. Technique of preparing case materials in cooperative management.

Unit 4.

Statistical analysis-Definition, characteristics, limitations and uses of statistics. Statistical methods – frequency distribution- diagrammatic representation of statistical data. Averages; Mean, Median, Mode-Measuring dispersion-Mean deviation, standard deviation, quartile deviation, Co-efficient of variation. Use of Computer for data Processing – SPSS.

Unit 5. Correlation:

Meaning, types, Karl Pearson's Co-efficient of correlation and Rank order method Regression- Meaning, regression lines, Regression equations. Time series; Meaning-uses, Moving average method of least square - Index Numbers – Meaning, uses, Problems in construction, weighted and un weighted Index numbers.

References

- 1) Kothari, C.R., *Research Methodology*, Wishva Prakashan, New Delhi 2001.
- 2) Krishnaswamy, O.R., *Methodology of Research in Social Sciences*, Himalaya Publishing House, Bombay, 2002.
- 3) Ravichandran K & S.Nakkiran, *Introduction to Research Methods in Social Sciences*, Abhijeet Publications, Delhi, 2009.
- 4) Uma Sekaran, *Research Methods for Business*, John Wiley and Sons, Inc., New York, 2000.