

CHAPTER - 1

Social Research: An Overview

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Abstract

Research plays a crucial role in establishing scientific thinking and fostering reasonable habits in society. It is often said that society's interests are closely intertwined with those of Research. Research is conducted in all areas that can benefit from it, and social Research is the study of knowledge related to society. Social Research aims to explain social life using rational and communicative techniques systematically. The social aim of Social Research is to study social life scientifically, enhance knowledge about society, improve the welfare of humanity, exercise social control, and make future predictions about society. Research is a powerful tool that allows us to uncover the truth by finding information systematically and scientifically. The concept of social Research is mainly developed to discuss various social problems caused by industrialization and urbanization, determine the cause, and find the correct solution. The purpose of this study is to gain knowledge about Social Research and to gain knowledge about different types of Social Research. In this study, the secondary data used are various books, papers, journals, etc.

Keywords: Research, Society, Systematically, Scientifically, Solution

Introduction

Research is the scientific attempt to understand social problems or phenomena. Its purpose is to expand knowledge, verify current knowledge, and help us better understand the world around us. Research requires a disciplined approach to human knowledge, and a method is needed to investigate social phenomena, just as the natural sciences follow the scientific method. This method provides reliable and accurate results and is accepted by everyone involved in any research. The scientific method is the main basis of Research, and Auguste Comte's 'Positivism' helped to bring scientific principles to Sociology. Social Research

considers social problems arising from industrialization and urbanization, discussing their causes and determining solutions.

Objectives of the Study

- ❖ Explain the concepts and meaning of Social Research
- ❖ Discuss the various types of Social Research
- ❖ Identify the roles and importance of Social Research
- ❖ Discuss the functions of Social Research

Concept and Meaning of Social Science Research

Social Research is a systematic approach to examining, analyzing, and conceptualizing human existence to expand, correct, or verify our understanding of human behaviour and social life. Its primary objective is to find explanations for unexplained events, clear up doubts, and correct misconceptions about social life. Social Research involves the application of scientific methods to understand and analyze social life and to correct and verify existing knowledge as a system. The main idea behind social Research is to discover new relationships, knowledge, and information while also confirming old ones. Its primary purpose is to find the laws that can guide the study of human communication and behaviour. According to P.V. Young, Social Research can be defined as "a systematic method of discovering new information and verifying old information. Their sequences are interrelated, causal explanations, and natural laws govern them." Social Research is a broad category of Research, while sociological Research is considered a subcategory within it. Social Research is a scientific study of society and how individuals behave and interact with each other. It investigates factors beyond the direct experience of researchers and helps explain how communities are formed, including economic growth, the implementation of legal and political systems, and so on.

Characteristics of Social Science Research

- I. Social Research emphasizes the development of generalizations, policies, or theories that will help predict future events.
- II. Social Research is based on observable experience or empirical evidence.
- III. Social Research involves gathering new data from primary sources or using existing data for new purposes.
- IV. Social Research strives to be objective and logical, applying every possible test to validate the procedure employed, data collected, and conclusion reached.
- V. Social Research involves the guests for answers to unsolved problems.

- VI. What type of data or evidence the researcher will collect in Social Research is guided by theory; that is, the theory is a significant indicator of Social Research.
- VII. Social research is guided by a scientific approach. This research proves the accuracy of any new topic, new information, or new rule of society and discovers the relationship between the collected data.

Purpose of Social Science Research

- 1) To gain knowledge about various types of behaviour of socialized individuals as well as to gain knowledge about social processes and the interaction of human behaviour with institutions.
- 2) To identify functional relationships existing in the social phenomena.
- 3) To standardize the concept of society, such as culture, struggle, generation gap, social distance, etc.
- 4) To maintain social organization, remove social tension, misconception, etc.
- 5) To develop a social revival plan.
- 6) To understand the reasons why society continues to be dynamic.
- 7) To know the nature and prevalence of various social problems and to develop solutions to these problems.
- 8) Understanding the causes and dynamics of social change.
- 9) Conducting the research process in an integrated and systematic manner.
- 10) Explain clearly the characteristics of a person, group, or situation.

The Utility of Social Research

Firstly, it helps in creating a society that aims for the welfare of all its members, thus freeing it from the clutches of evil practices.

Secondly, analyzing the causal relationships of various social phenomena helps in understanding and composing the real situation of society.

Thirdly, social research helps in gaining a better understanding of various social groups and their lifestyles.

Fourthly, developing rational concepts of people paves the way for the growth and development of society.

Fifthly, advanced research processes help uncover the underlying nature of society.

Sixthly, social research has the power to solve various problems of people and make their lives easier.

Seventhly, research helps in improving the quality of daily life of people, as the techniques developed through research increase their efficiency.

Finally, research increases the scope of human knowledge and provides a deeper understanding of the world we live in.

Elements of Social Research

To carry out the research work, a researcher has to work with some elements. They are discussed below:

1. A specific research area.
2. The inquisitive mind of the researcher.
3. Availability of observable data.
4. Scientific analysis techniques and a strong desire to know the unknown.
5. This strategy plays an important role in the social research research's understanding of the activities of curious human emotional events or problems.
6. Attempts to investigate social problems.
7. Social scientists attempt to establish rationality through a scientific inquiry process.
8. Statistical theory.

Motivation of Social Science Research

One of the fundamental questions in the field of knowledge is what motivates a person to engage in Research factors motivate a person to conduct research below:

1. Respect and recognition in intellectual circles.
2. Pursuing a research degree to gain employment, promotion, or special privileges in other fields.
3. Addressing social problems.
4. Fulfilling social responsibility through creative work, doing good for society. Establishing a rational doctrine.
5. Increasing self-esteem.
6. Taking on challenges to solve unanswered or unresolved questions, creating public opinion, and so on.

The nature of Social Science Research

1. Social research is a structured and purposeful process for acquiring knowledge. Its primary goal is to solve practical problems by discovering new theories, facts, rules, and principles.
2. If no discoveries are made, existing theories and principles are revised.
3. Various analytical methods are used to understand complex social phenomena.
4. In research, knowledge is acquired through data gathered from primary and secondary sources.
5. The knowledge gained from Research is used to make predictions.
6. The scientific method is the cornerstone of Social Research.

Functions of Social Science Research

- I. Social research helps us answer questions about people, social life, and organizations. By discovering facts and understanding their interrelationships, we can better comprehend social reality while avoiding distortions.
- II. Our society faces many problems, such as poverty, unemployment, economic inequality, and social tension. To identify appropriate remedial measures, we must analyze the nature and extent of these problems.
- III. Social science research provides first-hand knowledge about the nature of social organizations. By understanding social facts, we can control them.
- IV. Systematic Research gives us the necessary database to plan and design developmental schemes and programs.
- V. Social Research to find a correlation between social facts and their causal relationships. This accurate basis for prediction is useful in various fields.
- VI. Social research can cause social evils and problems. It can help take appropriate remedial measures and provide guidelines for social welfare.
- VII. Overall, Social Research is an essential tool in understanding and addressing the challenges of our society.

Importance and significance of Social Science Research

1. Social research ideas expand ideas and prove ideas. Thinking creates a scientific foundation of ideas that are based on logic.
2. Social research examines existing concepts, theories, and models, and refines and develops them where appropriate. Research helps in establishing administrative laws and regulations in economic and social fields.
3. Social Research plays an effective role in solving real problems.

4. Development plans are prepared with the help of evidence from Social Research.
5. Natural problems identify the face of social issues, helping to find ways to solve these problems equally.

Limitations of Social Science Research

1. The subject of social research behaviour, human relationships, etc., cannot be examined under complete control in a laboratory. Human behaviour is constantly changing, and it is a difficult thing to do scientific research on conflicts of the unconscious mind, hopes, aspirations, wishes, unwillingness, etc.
2. The theories used in social research are not as perfect and more fruitful than the theories used in the natural sciences because social science theories are based on human behaviour and social relations.
3. One of the major limitations of social research is the need for more control. In any scientific research, subjects can be adequately controlled by keeping them within a certain scope, but this is not possible in
4. In social research, it is not possible to measure qualitative issues as precisely as quantitative issues, so content cannot be measured perfectly and accurately.
5. In social research, there is sufficient accuracy in the data collected by the scientific method, but there needs to be accuracy in the data obtained from the social.
6. The potential for bias in Social research is considerable. Because, in this case, the researcher and data collector's thoughts, beliefs, and ideologies can significantly influence the Research.

Types of Social Science Research

1. Fundamental or Pure Research

Fundamental research is a type of research that aims to create a clear understanding of human behaviour in society. Its main objective is to acquire knowledge, which forms the foundation of further Research developed through this type of research and refined over time. It is also known as theoretical Research, which investigates the basic principles and causes of a particular event or process. This type of investigation is mainly related to natural phenomena or pure science. The ultimate goal of fundamental research is to acquire knowledge that can be used in various practical applications.

2. Applied Research

Applied Research is a field of study that aims to test the information obtained through Research settings and apply it to real-world problems. This type of research is crucial to improving human welfare, as it helps regulate the nature of human and social welfare. Applied Research typically involves using well-known and accepted theories and principles to solve specific problems, which is why it is also called practical research

3. Action Research

To find an effective solution, this study proceeds with a specific goal-oriented approach. The focus of this Research is to determine the appropriate course of action to address local environmental, persistent problems. In Social Research, a particular situation is verified due to such Research.

4. Evaluation Research

Evaluating the effectiveness of the plan is the main characteristic of evaluation research. This research is conducted to verify the success and failure or efficacy of a project program. Through this type of research, evaluation of the various stages of the researched program and written subjects is possible.

5. Descriptive Research

Descriptive Research is most of the space in the field of Social Research. That is, the basic approach of the scientific research process is to describe the content, and with this, it is possible to advance to the next stage of Research. The objective of this study is to describe the characteristics of the population; that is, with the help of this study, the nature and causes of any population condition or problem are recorded. From this, the researcher gets accurate and reliable information about the research topic or issue. This type of research answers all the information with the 'what' questions.

6. Explanatory Research

The primary objective of the scientific research method is to explain the content. Through this, researchers can explain the reason behind a social situation by gaining initial knowledge about it. In other words, researchers attempt to establish a relationship between different variables or events. After collecting all the information about the subject's condition in the initial stage, the researcher is confronted with the 'why' question. The goal of explanatory Research is to explain this 'why' question.

7. Exploratory Research

This type of Research discovers or invents new ideas. It is conducted in an environment where much about the topic is unknown, and the goal is to search for information that has yet to be discovered. To achieve this, researchers start by identifying a problem and developing a project to find out more about a specific topic. Qualitative data is typically used in this type of Research. Research emphasizes issues, and this approach can help researchers advance their work in new ways. This Research focuses on topics such as interpreting conventional knowledge and concepts, prioritizing Research, and finding practical possibilities for conducting research in a favourable environment.

8. Quantitative Research

Numerical analysis is used in a systematic and iterative process to evaluate evidence and present results in tables and graphs, which help in making informed decisions about what, where, and when. This Research is on a rational philosophy that follows a well-organized and predetermined procedure for the search process. Quantitative statistics are collected as variables and used in this Research.

9. Qualitative Research

Qualitative research is an investigative approach that is based on empirical philosophy. It is designed in a more open-ended and flexible framework that can be easily adapted across different locations and periods. The primary objective of qualitative research is to explore the diverse characteristics of social groups and individuals rather than just quantifying them. This type of Research involves various data collection techniques such as interviews, observations, case studies, discussions, diaries, autobiographies, etc. Its ultimate goal is to shed light on social and human problems and provide explanations for them.

10. Historical Research

Historical research is the collection and investigation of accurate information about historical problems. This research is informed by past activities and guides what future courses of action will emerge from past activities.

11. Experimental Research

Experimental Research is a Research-based method of conducting Research that Is done in a laboratory setting. This method is ideal for subjects such as physics, chemistry, biology,

and more. The process involves controlling the independent variable in a laboratory setting to observe how it affects another variable. This approach allows us to establish a functional relationship between variables in a well-controlled environment and obtain accurate answers to various questions.

12. Content Analytical Research

After conducting Research and research data, the researcher needs to interpret the collected data and draw conclusions. This scientific method is effective in analyzing the content of communication. The use of content analysis in analyzing human social behaviour is significant and noticeable in current sociological Research. Content analytical research is a method used to systematically and objectively analyze data obtained through interviews, questionnaires, or written or language. This type of Research aims to explore the content as a whole using number-theoretic methods. It is a cost-effective approach that a single researcher can carry out.

13. Case Study Research

These studies suggest that the event being studied is a good representation of many similar events in the same group. Qualitative analysis of data was used in this study, and there was no statistical sampling design employed. A case study is a unique method of social Research where research subjects are selected and analyzed in-depth through Research.

14. Survey Research

Survey research is a scientific method used to uncover the truth behind an event or understand the functional relationship of its occurrence. This type of research helps to gain an in-depth understanding of social problems, their nature, and potential changes. Survey research plays a crucial role in collecting data on social issues, verifying theory selection, and ensuring integrity.

15. Cross-Sectional Research

Cross-sectional studies involve looking at data from a population at a specific time and are often used in developmental psychology. They are observational and descriptive, meaning they cannot establish causal or relational connections. Instead, they provide a snapshot of a community's characteristics and can be used to make inferences about possible relationships or gather preliminary data for further Research. This Research aims to observe

a cross-section at one time. Observations are made only once in this Research, and research forms groups based on random samples from children of different levels, classes, or ages.

16. Longitudinal Research

Examining the same group at different times is called Longitudinal Research. Longitudinal Research is a type of study that looks at variables over an extended period and can last for weeks, months, or years. These studies are used in various fields, such as socio-personality and clinical psychology, developmental psychology, sociology, consumer research, and political polling. They track the same individuals over time, making it less likely for cultural differences to result in observed differences between individuals. Longitudinal studies are used to predict certain diseases in medicine and identify target audiences in advertising.

17. Conceptual Research

Conceptual Research is a Research method that involves analyzing existing information on a topic without conducting practical experiments. This method deals with abstract ideas and theories, and it generally leads to the development of new ideas or the reinterpretation of existing ones. It is mainly used in philosophy and psychology, as it focuses on abstract concepts and is applied by philosophers and thinkers to develop new ideas or give a unique perspective to existing ones.

18. Empirical Research

Empirical Research is based on observing and measuring events and measuring events and gaining knowledge from real experience rather than theory or belief to answer specific research questions. The definition of population, behaviour, or phenomenon is also studied. Empirical Research relies on experience or observation, often without due regard for systems and theories. It is a data-driven study, which can be verified by observation or experiment.

Conclusion

Social Research is a research tool for both theoretical development and the advancement of society as a whole. It plays a critical role in discovering the underlying reasons behind various social phenomena. Social Research enhances our understanding of the world, expanding its reach. It follows the scientific method, which enables us to gain accurate insights into social reality. Social Research is a Research inquiry process that is conducted

in the field of social science. It helps us acquire an appropriate understanding of human behaviour and conduct. Earl R. Babbie, in his book 'The Practice of Social Research', says that social research changes our way of life. Analyzing our way of life in a sensitive context helps us to develop a clear understanding of what is happening today and what will happen in the future. Preserving social Research is crucial since it is the purpose of advancing society.

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