
I M.Sc. Sports Psychology

Paper III : RESEARCH METHODOLOGY
Unit : II – Descriptive Research

Dr.K.Kannadasan

Assistant Professor,

Department of Sports Psychology & Sociology,

Tamil Nadu Physical Education and Sports University,
Chennai - 600127

DESCRIPTIVE RESEARCH

- Descriptive research can be either quantitative or qualitative.
 - It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on a test or the number of times a person chooses to use a-certain feature of a multimedia program.
 - or it can describe categories of information such as gender or patterns of interaction when using technology in a group situation.
 - Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.
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DESCRIPTIVE RESEARCH

Advantages:

- The people individual studied are unaware so they act naturally or as they usually do in everyday situation;
- It is less expensive and time consuming than quantitative experiments;
- Collects a large amount of notes for detailed studying;
- As it is used to describe and not make any conclusions it is to start the research with it;

Disadvantages:

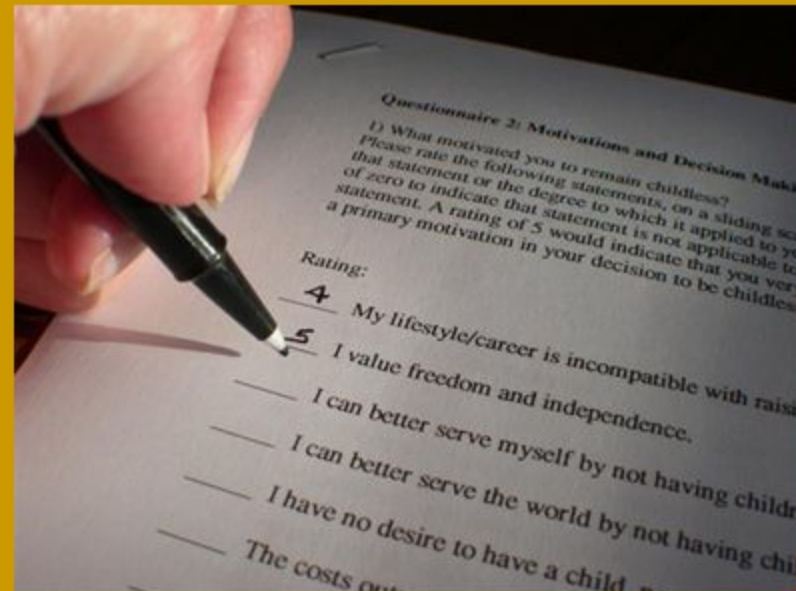
- Descriptive research requires more skills.
- Does not identify cause behind a phenomenon
- Response rate is low in this research.
- Results of this research can change over the period of time.

What is Descriptive Research Method

- also known as statistical research
- describes data and characteristics about the population or phenomenon
- the questions *who, what, where, when* and *how*
- a researcher cannot manipulate the variables under study

The Survey Method

Gathering information by asking people directly is usually accomplished by means of a survey. In a **survey**, people are asked to respond to a series of questions about a particular subject.



The Survey Method

Defined as asking questions of a carefully selected group of people and tabulating their answers.

Advantage:

Information can be gathered about feelings, opinions, and behavior patterns.

Disadvantages:

Interpretation difficult; sample may not be representative.



Importance of survey

- The survey research design is a very valuable tool for assessing opinions and trends. Even on a small scale, such as local government or small businesses,
- ▶ Television chat-shows and newspapers are usually full of facts and figures gleaned from surveys but often no information is given as to where this information comes from or what kind of people were asked.
- High Representativeness
- ▶ Low Costs
- ▶ Convenient Data Gathering
- ▶ Good Statistical Significance
- ▶ Little or No Observer Subjectivity

What is a Case study

Basically, a case study is an in depth study of a particular situation rather than a sweeping statistical survey.


Normally case studies take a qualitative Style

Because of this one who conduct case studies in developing countries should be familiar to culture of the people

Case Study - Defined

- It is a systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest.
- It refers to the collection and presentation of detailed information about a particular participant or small group, frequently including the accounts of subjects themselves.
- It is an in depth study of a particular situation rather than a sweeping statistical survey.

Why case study research?

- ▶ The case study method is amongst the most flexible of research designs, and is particularly useful in researching issues related to sustainability and institutional systems.
 - ▶ Case study research can serve a variety of functions: ***exploratory*** (enabling researchers to get a feeling for potentially important variables and to describe phenomena in the appropriate contextual setting).
 - ▶ ***testing hypotheses or theories*** (relating to cause and effect).
 - ▶ ***policy analysis*** .
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Importance of Case Study

- ✔ First, cases provide you, the student, with experience of organizational problems that you probably have not had the opportunity to experience firsthand
- ✔ Second, cases illustrate what you have learned. The meaning and implication of this information are made clearer when they are applied to case studies.
- ✔ Third, case studies provide you with the opportunity to participate in class and to gain experience in presenting your ideas to others.

The Case Study Method

Defined as a thorough, exhaustive study of a person. It includes personal, educational, family and work histories.

Advantage:

A wealth of background information about one person

Disadvantages:

Information cannot be generalized to others; also, researcher's biases can influence subject's behavior.

[Click on the topic for more information.](#)

Laboratory	Field Studies	Survey	Naturalistic	Interviews
Case Studies	Psychological	Longitudinal & Cross-Sectional		

Publishing



INTERVIEW METHOD IN RESEARCH



Interview method in research

Interview is the verbal conversation between two people with the objective of collecting relevant information for the purpose of research.

INTERVIEW METHOD IN RESEARCH

- Interview is the verbal conversation between **two people** with the objective of collecting relevant information for the **purpose** of research.
- Interviewing, **a method for conducting research**, is a technique used to understand the experiences of others.
- McNamra (1999), the interviewer can pursue in-depth information around the topic.
- Interview may be useful as follow-up to certain respondent

TYPES OF INTERVIEW



1. Personal Interview



2. Telephone Interview



3. Focus Group Interview



4. Depth Interview



5. Projective Techniques

Advantages of Interview Method

1. **Opportunity for Feedback** – Interviewer can provide direct feedback to the respondent, give clarifications .
2. **Probing Complex Answers** – Interviewers can investigate if the respondent's answer is too brief or unclear. This gives interviewers some flexibility in dealing with unstructured questions
is especially suited for handling complex questions.
3. **Length of Interview** – If the questionnaire is very lengthy, the personal interview is the best technique for getting respondents to cooperate, without **overtaxing their patience**



Disadvantages of interviews

- Bias and subjectivity which, in turn, affects validity and reliability of data
- Generalisation problem
- Process of data collection, transcribing and analysis from each participant time-consuming; thus, sample size generally not large
- In reporting results, tendency of researchers to focus on quotes which are dramatic, unusual or interesting, rather than typical

What is Historical Research?

- The systematic collection and evaluation of data to describe, explain, and understand actions or events that occurred sometime in the past.
- There is no manipulation or control of variables as in experimental research.
- An attempt is made to reconstruct what happened during a certain period of time as completely and accurately as possible.

Characteristics

- Historical research involves the careful study and analysis of data about past events.
- It is a critical investigation of events, their development, experiences of past.
- The purpose is to gain a clearer understanding of the impact of past on present and future events related to life process.
- Involves the review of written materials but may include oral documentation as well.

STEPS INVOLVED IN HISTORICAL RESEARCH

1. Defining the problem or question to be investigated.

Researcher aim to describe, clarify, explain or correct what has been conducted before.

2. Locating relevant resources of historical information.

Researcher searching for relevant source materials.

3. Summarizing and evaluating the information obtained from these sources.

Researcher will summarize and evaluate the sources that they able to locate.

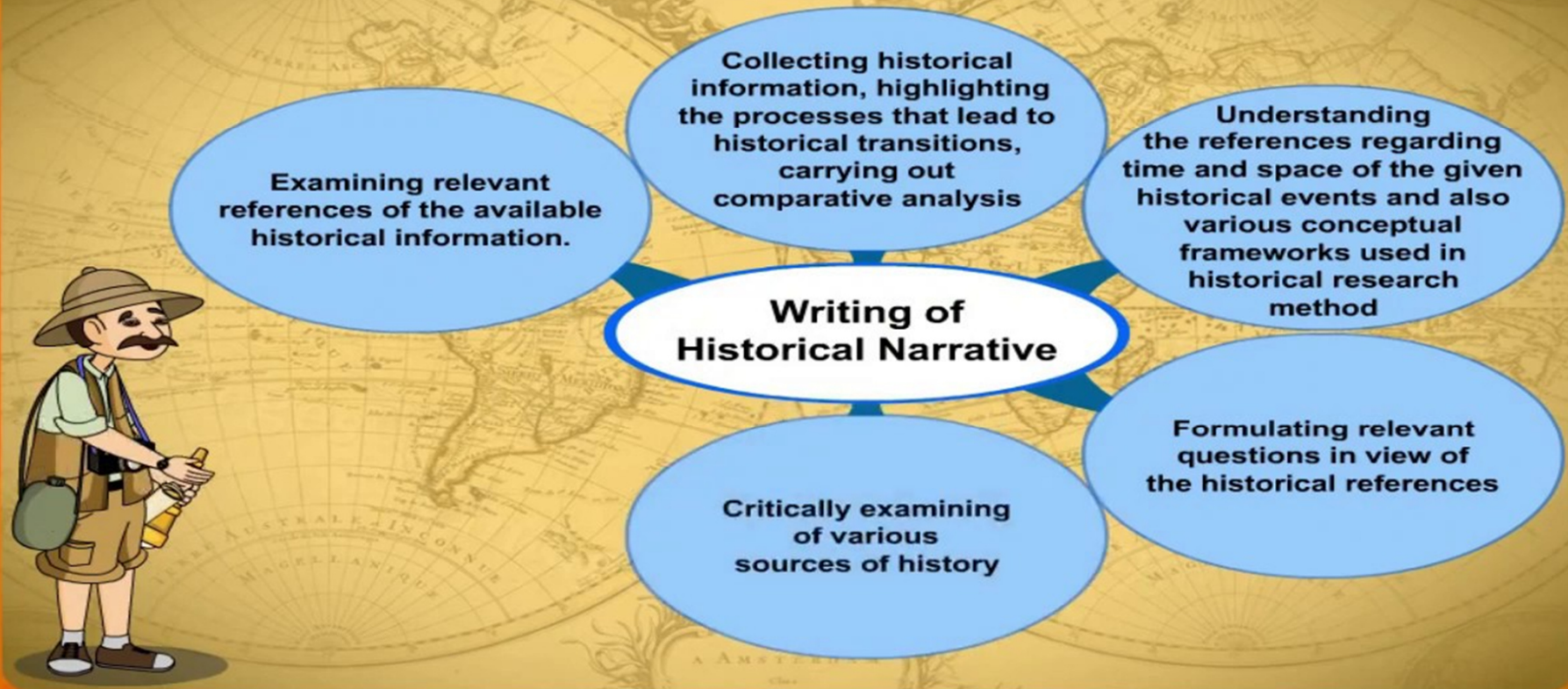
4. Presenting and interpreting this information.

Researcher interprate the evidence obtained and then drawing the conclusions about the problem or hypothesis.

ADVANTAGES AND DISADVANTAGES OF HISTORICAL RESEARCH

ADVANTAGES	DISADVANTAGES
<p>Permits investigation of topics and questions that can be studied in no other fashion</p>	<ol style="list-style-type: none">1. Cannot control for threats to internal validity2. Limitations are imposed due to the content analysis3. Researchers cannot ensure representation of the sample

Historical Research Method



Philosophical Research Defined

- Philosophical research is concerned with logical implications that flow from facts.
- In philosophical research the investigator presents a case for a particular perspective or develops a concept, theory, or position by using the methods of induction and deduction.



What is a Questionnaire

- A **questionnaire** is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.
- A questionnaire is a list of written questions that can be completed in one of two basic ways.

WHY IS A QUESTIONNAIRE IMPORTANT

- A questionnaire is the main means of collecting quantitative primary data
- A questionnaire enables quantitative data to be collected in a standardized way so that data are internally consistent and coherent for analysis.
- A questionnaire ensures standardization and comparability of the data across interviewers, increases speed and accuracy of recording, and facilitates data processing



Steps in Questionnaire Construction

1. Preparation
2. Constructing the first draft
3. Self-evaluation
4. External evaluation
5. Revision
6. Pre-test or Pilot study
7. Revision
8. Second Pre-test if necessary
9. Preparing final Copy

CONCLUSION

- Questionnaire are the main and easy way collecting data
- But the questionnaire must be highly reliable and valid.
- Using standardized questionnaires will give us the appropriate data and will yield a valid study
- One must follow all the basic guidelines and methods of constructing a questionnaire and test it before using it.





THANK YOU