ADVANCED TECHNIQUES OF RESEARCH

UNIT - I : Quantitative and Qualitative Research :
  i. Nature and characteristics,
  ii. Similarities and Differences.
  iii. Steps in conducting qualitative research.
  iv. Ethnography and Phenomenological research

UNIT - II : Research Designs :
  i. Meaning, purposes, general principles;
  ii. ANOVA and its applications.
  iii. Randomized groups, matched groups and factorial design.
  iv. Use of ANCOVA in analysis of experiments.

UNIT - III : Multivariate Analysis :
  i. Types of correlation : simple, biserial, point biserial and phi-coefficients.
  ii. Partial and Multiple correlation and prediction.
  iii. Multiple Regression analysis.
  iv. Use of computer in data analysis with special reference to SPSS.

UNIT - IV : Factor Analysis :
  i. Concept and fundamental theorems
  ii. Graphical representation.
  iii. Approaches to factor analysis

UNIT - V : Analysis and Reporting of Research :
  i. Types of Research Reports.
  ii. Dissemination of research results : Articles, Research papers and Seminar Readings;
  iii. Reviewing, summarizing and abstracting research.

RECOMMENDED BOOKS /REFERENCES: