

## PURPOSE OF RESEARCH

1. **Exploratory Research:** To gain a better understanding of a subject when there is limited information available.
2. **Descriptive Research:** To describe the characteristics of a phenomenon or the current state of affairs.
3. **Explanatory Research:** To identify the causes and effects of a particular situation or phenomenon.
4. **Analytical Research:** To examine the components of a complex issue and understand their relationships.
5. **Predictive Research:** To forecast future trends or outcomes based on current or past data.
6. **Experimental Research:** To test hypotheses and determine cause-and-effect relationships by manipulating variables.
7. **Applied Research:** To solve practical problems and provide solutions for real-world issues.
8. **Basic or Fundamental Research:** To expand knowledge in a particular field without immediate application in mind.
9. **Quantitative Research:** To collect and analyze numerical data to draw statistical conclusions.
10. **Qualitative Research:** To explore and understand the underlying motivations, attitudes, and behaviors through non-numerical data

## CRITERIA OF GOOD RESEARCH

Good research is characterized by several key criteria that help ensure the quality, reliability, and validity of the findings. Here are some fundamental criteria for evaluating the quality of research:

1. **Relevance:**
  - The research should address a significant problem or question that is relevant to the field of study.
  - It should contribute to existing knowledge and fill gaps in the literature.
2. **Clear Objectives:**
  - Clearly defined research objectives or questions guide the study and provide a focus for the research efforts.
3. **Validity:**

- The research design and methods should accurately measure or describe what they intend to.
- Internal validity ensures that the study accurately represents the relationships between variables.
- External validity relates to the generalizability of the findings beyond the specific study context.

#### 4. **Reliability:**

- The study's findings should be consistent and replicable under similar conditions.
- Reliability ensures that the research produces consistent results when repeated.

#### 5. **Transparency:**

- The research methodology and processes should be well-documented and transparent to allow others to replicate the study.
- Clear and transparent reporting enhances the credibility of the research.

#### 6. **Ethical Conduct:**

- Research should be conducted ethically, ensuring the well-being and rights of participants.
- Researchers should adhere to ethical guidelines and obtain informed consent when working with human subjects.

#### 7. **Rigor in Methodology:**

- A well-designed methodology with appropriate data collection and analysis methods is crucial for reliable results.
- Rigorous research methods contribute to the credibility of the findings.

#### 8. **Logical Structure:**

- The research report should have a logical and well-organized structure, including an introduction, literature review, methodology, results, discussion, and conclusion.

#### 9. **Contribution to Knowledge:**

- Good research should add something new to the existing body of knowledge.
- It may challenge existing theories, provide new insights, or suggest practical applications.

#### 10. **Applicability:**

- Practical relevance and applicability of the research findings to real-world situations are important considerations.
- The research should have implications for policy, practice, or further research.

#### **11. Peer Review:**

- Publication in peer-reviewed journals adds an extra layer of scrutiny and validation to the research.
- Peer review involves evaluation by experts in the field before publication.

By adhering to these criteria, researchers can enhance the quality and credibility of their work, contributing valuable insights to their respective fields.