



Types of Research

Research is a systematic process of investigation and inquiry to discover new knowledge, solve problems, or test hypotheses. Different types of research serve distinct purposes, each with its own unique approach and methods.

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Level: L3

Descriptive Research

Descriptive research aims to provide a detailed and accurate picture of a situation, phenomenon, or population. It focuses on answering the "what" and "how" questions, without attempting to explain the underlying reasons or causes.





Exploratory Research

Exploratory research is undertaken to investigate a problem or situation when there is little or no prior information available. It is used to gain a better understanding of a topic, identify potential research questions, and uncover areas for further investigation.

A woman in a white lab coat is shown in a laboratory setting, leaning over a table and writing on a clipboard. The background is slightly blurred, showing shelves with various items and a bright, clean environment. The overall tone is professional and focused on scientific research.

Explanatory Research

Explanatory research goes beyond simply describing a phenomenon. It aims to identify the reasons and causal relationships behind observed patterns or behaviors. This type of research often involves testing hypotheses and establishing cause-and-effect connections.

Purposes of Research

1

Discovery

To uncover new knowledge, ideas, or insights that can advance a field of study.

2

Problem-Solving

To address and find solutions to specific issues or challenges.

3

Theory Building

To develop and refine theoretical frameworks that can explain observed phenomena.

4

Application

To translate research findings into practical applications and real-world solutions.



Qualitative Research

Qualitative research focuses on understanding the underlying reasons, opinions, and motivations behind human behavior. It often involves collecting and analyzing non-numerical data, such as interviews, observations, and textual information, to gain deeper insights.

Quantitative Research

Numerical Data

Quantitative research collects and analyzes numerical data to identify patterns, trends, and relationships.

Statistical Analysis

It uses statistical methods and tools to measure, quantify, and make inferences about the data.

Objective Findings

The findings from quantitative research are often more generalized and can be applied to larger populations.

Mixed Methods Research



Comprehensive

Mixed methods research combines both qualitative and quantitative approaches to provide a more complete understanding of a research problem.



Depth and Breadth

It allows researchers to explore complex phenomena in-depth while also generating broader, generalizable insights.



Triangulation

The integration of multiple data sources and methods can lead to more robust and reliable findings.