# Research Methodology

Hi folks! Since you all have readings with you, I am hereby sending the name of chapters along with objectives of each chapter. Also, it contains link for a relevant movie. The following chapters of the book "Research Methodology- a step by step guide for beginners" by Ranjit Kumar are to be covered over the next week:

## Chapter 9: Selecting a method of data collection

Key takes:

- Differences in the methods of data collection in quantitative and   qualitative research
- Designing a questionnaire, selecting question and importance of order of questions
- Pre testing research instrument
- Interviewing method of collecting data
- Secondary sources of collecting data

## Chapter: 10 Collecting data using attitudinal scales

Key Takes:
- Developing Likert scale
- Summated ranking (caution: take care if some questions are positive and some are negative as a measure of construct. So you must adjust for it !!!!)

## Chapter 11: Establishing the validity and reliability of a research instrument

Nagging questions:

- If you have to measure weight, what is VALID instrument? If your weight changes every minute, you measure it, would you consider it RELIABLE?
- If you have to measure temperature, what is VALID instrument? If your temperature changes every minute, you measure it, would you consider it RELIABLE?

Key takes:
- So, results measured first and second time should be same. Zero difference between two results or else, ratio of two results should be 1.

## Chapter 12:  Selecting a sample

Key takes:

- Concept of Random sampling by lottery and  fish bowl method (cover only this for this week)

LINK FOR MOVIE 'PREDICTIONS BY THE NUMBERS'

https://www.dailymotion.com/video/x6fi9b3

Understand samples and how could results change according to selection of samples.