

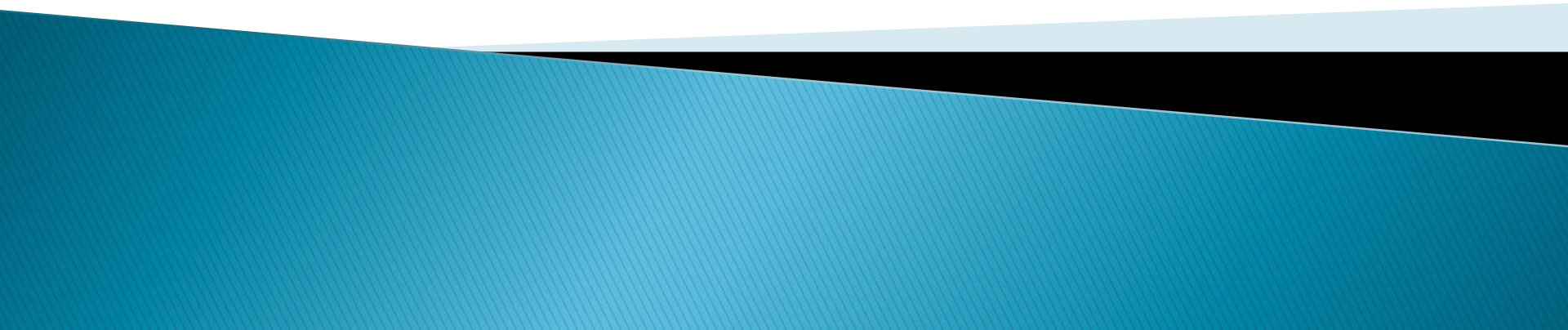
Certificate in HE in Care

What is Research?



Learning Objectives

By the end of this lecture you should be able to:

- Define research
 - Describe the many types of research.
 - Recognise some terminology of research.
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Definition of Research?

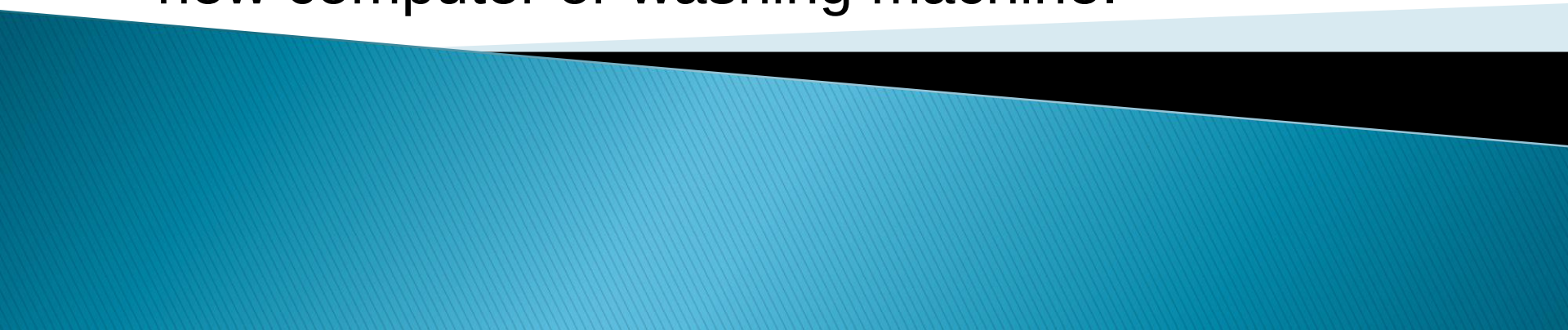
- ▶ In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge.

What is Research?

- ▶ Most of us are researchers, most of the time.
- ▶ We don't necessarily think of ourselves as researchers, but research is about collecting information that tells us about something, and it helps us make informed decisions.



What do we Research in everyday life?

- ▶ Reading a newspaper or listening to the radio to find out what's happening in the world.
 - ▶ Finding out more about a political party to decide who to vote for.
 - ▶ Phoning a company to find out more about a job vacancy.
 - ▶ Checking out schools to find the best one to send your child to.
 - ▶ Make enquiries for the best price for buying a new computer or washing machine.
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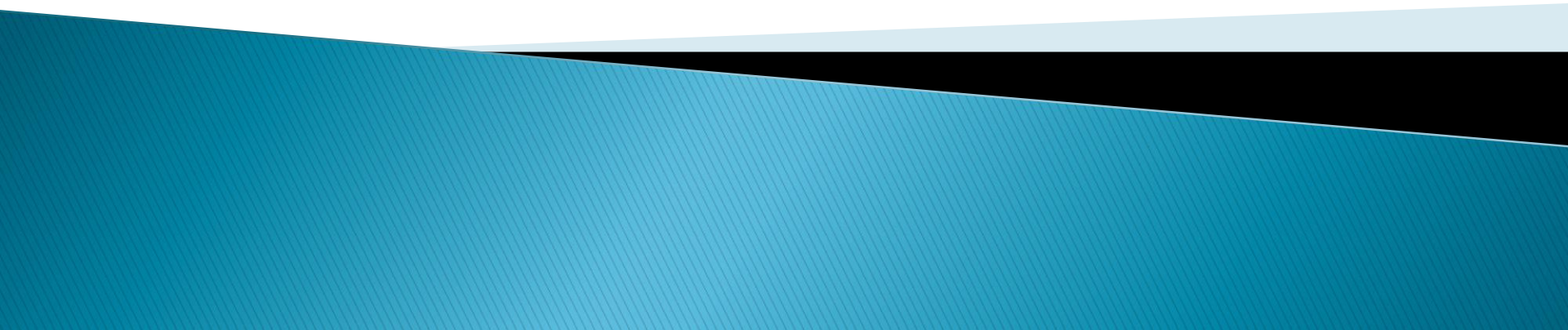
What do we Research in everyday life?

- ▶ Most of these processes involve research at some level.
 - ▶ By observing what is going on around us is a form of research – a way of gathering *data* or information, which we then organize in a coherent way.
 - ▶ This is personal level research, which can help us further our knowledge and understanding of an area of personal interest.
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Formal Research

- ▶ Basic research methods are a more formal way of going about asking questions.
- ▶ Research usually begins with something very specific we want to know.
- ▶ We ask the question or questions in a structured way.

There are many different types of research.



Different Types of Research

Market research

- ▶ Learning about business markets for investment or business decisions.
- ▶ Asking questions such as
 - ▶ Who are the potential customers?
 - ▶ What do the customers need?
 - ▶ Who are the competitors?
- ▶ It is for discovering what people want, need, or believe.
- ▶ Once that research is completed, it can be used to determine how to market a product.



Market Research

Market research

- ▶ Selling a product
- Pricing similar products on the market
- ▶ Supply and demand
- ▶ Different sources on the market
- ▶ Different varieties
- ▶ Competitors
- ▶ Customers
- ▶ Marketing effectiveness

Different Types of Research

Scientific Research

- ▶ Research that helps to advance developments in science, health care and medicine.
- ▶ May use a whole range of sophisticated and specialist research instruments, such as mathematical or chemical formulae and very specialised methodologies.



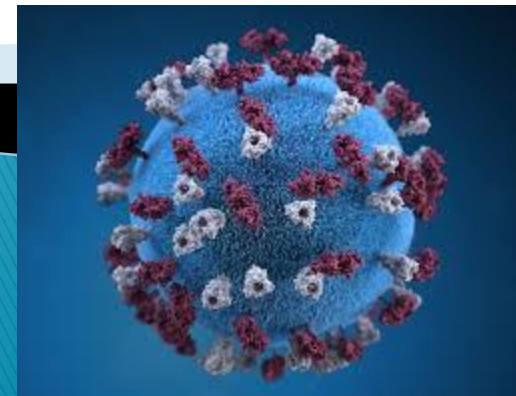
The Birth of Science

Examples of Scientific Research

- ▶ Heart surgery
- ▶ Cancer treatments
- ▶ IVF
- ▶ Immunisations
- ▶ Stem cell research
- ▶ Covid

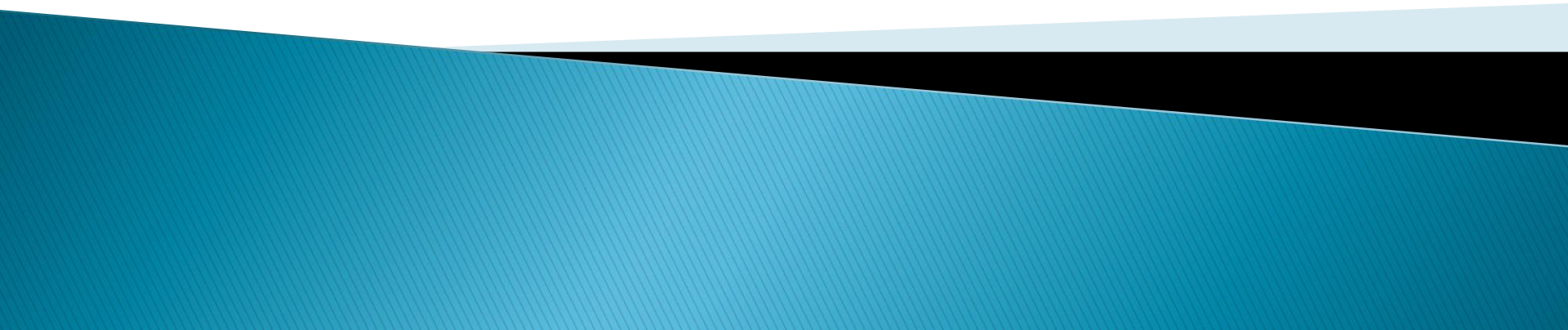


AN IMMUNISED CHILD IS
A HEALTHY AND PROTECTED
CHILD !



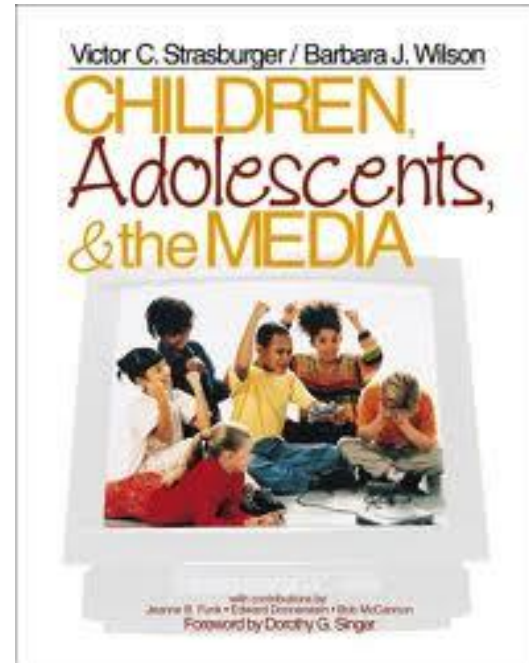
Different Types of research

Media Research

- ▶ Looks at ways of measuring audience preferences.
 - ▶ Used as a basis for media planning by media companies and their advertising clients
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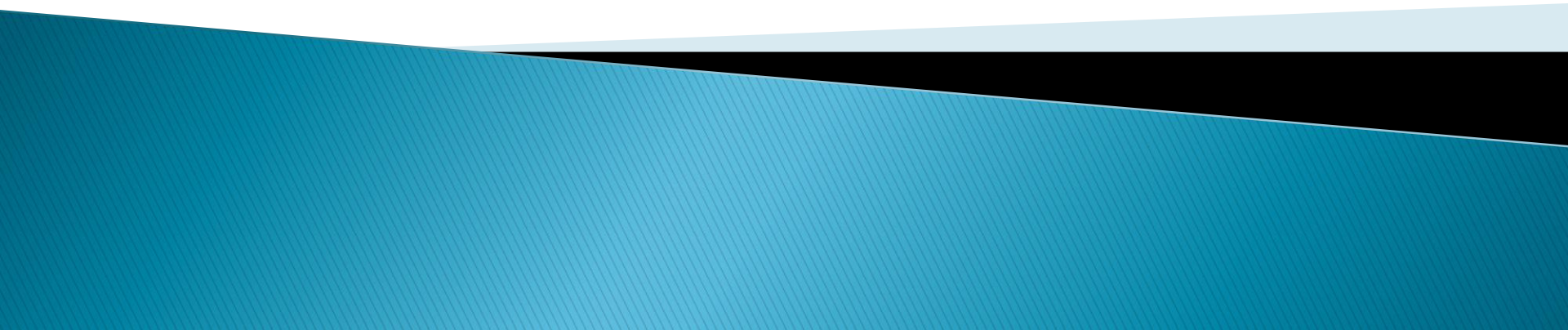
Examples of Media Research

- ▶ Television viewing
- ▶ Newspaper sales
- ▶ Book sales
- ▶ Films
- ▶ Music
- ▶ Radio



Different Types of Research

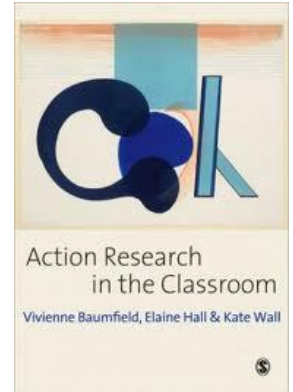
Social Research

- ▶ Social research is research carried out by social scientists.
 - ▶ A range of methods is used to analyse social behaviour.
 - ▶ Social researchers help generate new ideas and open debate.
 - ▶ Challenges assumptions, beliefs and attitudes.
 - ▶ Tests policy ideas and develops a deeper understanding of issues.
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Different types of research

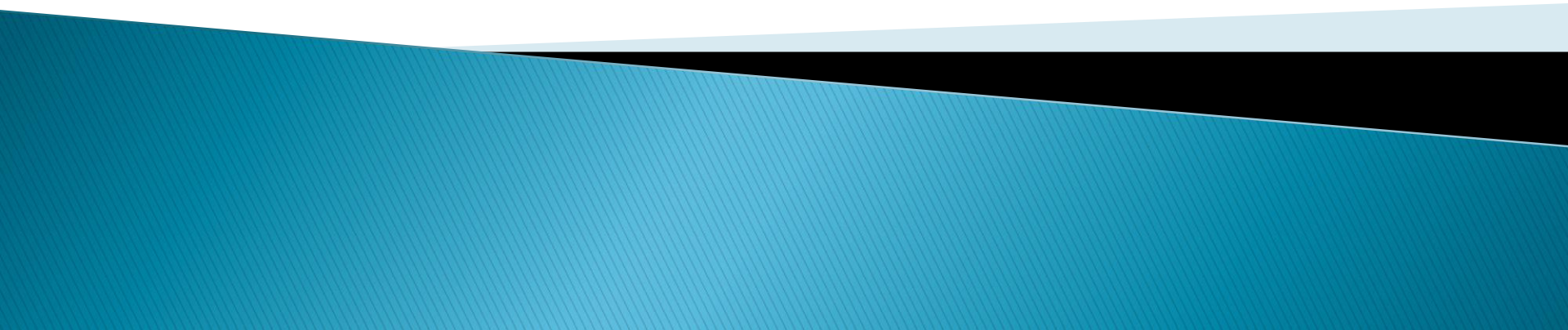
Action Research

- ▶ Carried out by practitioners who have identified a need for change or improvement in their settings.
- ▶ Recommendations are gathered on good practice to tackle a problem and to enhance performance of the organisation.



Different Types of Research

Many of these different kinds of research may cross over disciplines. For example, media research may be conducted as part of social research or vice versa; social research might be conducted as part of scientific research, and so on.



What is Research?



Why do we Need Research?



References

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