

3 RESEARCH DESIGN

3.1 Introduction

3.2 Methodology

3.2.1 Qualitative research

3.2.2 Content analysis

3.3 Research Tools

3.4 Validation of tool

3.5 Conclusion

CHAPTER: 3

RESEARCH DESIGN

3.1 Introduction

Last chapter was all about reviews of related literature. Next step is all about reviews of research design. This chapter gives a detail of plan and procedure of the study.

Research is defined as the true search for knowledge which is kindled by the thoughts and works of scholars and their research work. Any systematic research consists of selection of the topic for research, planning of the procedure to carry out the investigation, selection of techniques and tools for data collection and analysis and preparation and implementation of the same. Adequate understanding of the research design gives a proper direction and utilization of resources for the research activity. It keeps a check on the work accomplished and ensures completion of the research within a certain time limit. According to Green and Tull, “A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which source by what procedures.”

Research design is based on the objectives of research and needs of its questions or hypothesis.

The term ‘design’ means a plan or drawing. Research design is deliberate planning of a research. Research design is formulating a strategy of conducting research. Research design is a kind of measurement strategy.

According to Kerlinger, “Research in the plan, structure and strategy of study conceived in order to get answers to the research questions and also to control variance.”

It is specification of techniques and processes” (Green and Tull)

There are some good characteristics of good research like systematic approach, objectivity, reproducible, relevancy and control. (Pathak, 2011)

3.2: Methodology

Research methods are classified as qualitative method and quantitative method. This research study is descriptive, qualitative type of research.

Content analysis is a research technique for iterance by systematically and objectively identifying specific characters and characteristics within a text. (Macwana march 2014)

The researcher has selected a play Pygmalion by George Bernard Shaw. The researcher has analyse characters, event analysis, speech and quotation. The researcher tried to find out educational implications of Pygmalion by G.B.Shaw.

3.2.1 Qualitative research

In qualitative research a researcher need not to gather more structured research instruments. The findings are in depth and most of the questions in questionnaire are chosen as open ended. The results are behavioural, motivational and based on attitudes.

The researcher has selected qualitative method for her research, according to the nature to explore. There is no statistical technique is used but the content is more analysed and descriptive.

3.2.2 Content analysis

Content analysis is a research technique for making interference by systematically and objectively identified characteristics, qualities or traits of virtuous human beings within text. (Tailor –March, 2014)

In this study researcher has read whole book. To understand whole book in depth researcher has watch whole movie. The researcher has read book again and analyse characters and analyse events. Researcher also explain the different themes of the ***Pygmalion***

Content analysis is defined as a procedure for the categorization of verbal or behavioural data for the purpose of classification, summarization and tabulation. (Chotalia, 1992)

Gardner (1975) has referred to four characteristics of content analysis as under:

1. Objectivity
2. Systematic
3. Generally
4. Quantification

3.3 Research Tools

Tool of the research is book itself. This research is based on analysis of book. Researcher has selected one book Pygmalion by George Bernard Shaw.

3.4 Validation of the tool

1. The researcher constructed the questionnaire on the basis of the objectives and research questions.
2. The researcher showed it to the guide, placed it at a Seminar and modified it. He incorporated the suggestions made by different individuals.
3. Experts provided some suggestion and she incorporated the suggestion.

Content analysis technique

Dictionary meaning of Content is the things that are held or included in something. It includes all the content that is created by people in different sources like publications, broadcast programmes or live situations etc.

Content analysis is different from statistical analysis. It is descriptive and interpretive. Therefore, it is verbal and textual. It does not measure quantitative data.

Steps of content analysis

Content analysis is qualitative analysis done by researcher. Researcher can use different modes like interviews, videos, written documents and observations to collect the data.

1. Collection of data: researcher collects the data by using different ways. Before analysis researcher collects the data. Researcher has to collect the data on the basis of his objectives of the study.
2. Defining the unit or theme of analysis:

Researcher classifies the content in various themes that can be a word, phrase or sentence. Unit or themes should be based on the objectives.

3. Developing categories and coding theme:

After defining the unit, the researcher sub-categories the information. It is based on the primary data, theories on similar topic and empirical studies. Inductive and deductive both approaches both can be used in qualitative content analysis.

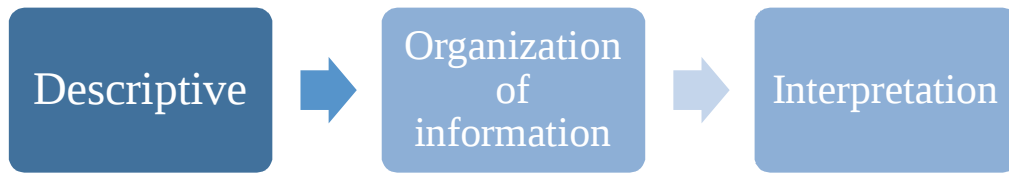
4. Pre-testing the coding scheme on sample:

Pre- testing is also important in qualitative content analysis.

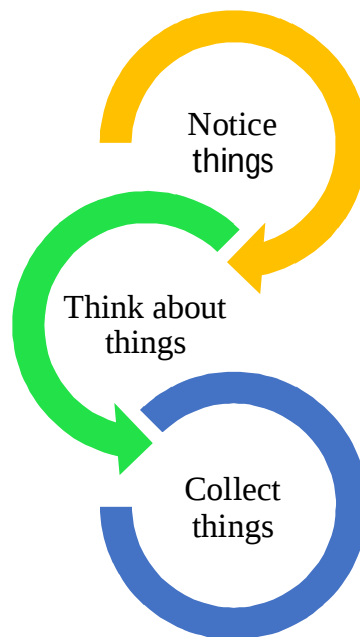
5. Coding all the text: After the coding consistency in the previous stage, it is important to apply the coding process to the data.
6. Drawing inference on the basis of coding employed: researcher check the validity and reliability after coding the data.
7. Presentation of results:

Lastly, the researcher presents the research work. The researcher uses support of secondary data. Researcher also uses graphs, matrices etc.

Qualitative data analysis is an interactive and reflexive process that begins as data are being collected rather than after data collection has ceased. Next to his field notes or interview transcripts, the qualitative analyst jots down ideas about the meaning of the text and how it might relate to other issues. This process of reading through the data and interpreting them continues throughout the project. The analyst adjusts the data collection process itself when it begins to appear that additional concepts need to be investigated or new relationships explored. The process is termed progressive. Here a diagram 3.1 shows the three main steps of qualitative data analysis. The process of conducting a qualitative research study would include continuous procedure of notice things, collect things and think about things. That is shown in diagram 3.2



3.1 Steps of qualitative research Analysis



3.2 Procedure of Qualitative Analysis

There are 15 different types of techniques for analysis of qualitative information. These different types of techniques are presented hereby a diagram. For the present study the content analysis method has been adopted.

1. Typology
2. Taxonomy
3. Constant Comparison
4. Analytic Induction
5. Logical Analysis
6. Quasi-Statistics
7. Event Analysis
8. Metaphorical Analysis
9. Domain Analysis
10. Hermeneutical Analysis
11. Discourse Analysis
12. Semiotics
13. Content Analysis
14. Phenomenology
15. Narrative Analysis

3.5 Conclusion

The present chapter described the methodology adopted for the study. To reiterate, this is an interpretative study wherein the focus is on descriptive analysis. As the play is analyzed through the technique of content analysis, its steps have been explained in detail here.