



ANDHRA UNIVERSITY TRANS-DISCIPLINARY RESEARCH HUB

RESEARCH METHODOLOGY SYLLABUS FOR ARTS

Unit-I:

Introduction to Research Methodology

Overview of research methodology and its importance in academic research, Research process and its key components, Ethical considerations in research, Formulating research questions and objectives

Unit-II

Research Design and Sampling Techniques

Research design: experimental, quasi-experimental, correlational, and descriptive designs
Appropriate research design based on research questions
Principles of sampling: probability and non-probability sampling techniques
Sample size determination and power analysis

Unit-III

Data Collection Methods and Instrumentation

Quantitative data collection methods: surveys, experiments, and archival data
Qualitative data collection methods: interviews, focus groups, and observations
Validity and reliability of research instruments
Ethical considerations in data collection

Unit-IV

Data Analysis and Interpretation

Introduction to statistical analysis techniques: descriptive and inferential statistics
Parametric and non-parametric tests based on research design and data type
Qualitative data analysis techniques: thematic analysis, content analysis, and grounded theory
Interpretation of research findings and drawing conclusions

Research Writing and Presentation

Academic writing skills: structuring a research paper, literature review, and referencing
Effective data visualization and presentation techniques
Publishing research in academic journals
Peer review process and responding to reviewers' comments

References:

- "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell.
- "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar.
- "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell.
- "Research Methodology: Methods and Techniques" by C.R. Kothari.
- "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar.
- "Research Methodology: Concepts and Cases" by Deepak Chawla.



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MODEL QUESTIONS

1. Why is the formulation of clear and precise research questions and objectives essential in the research process, and how do they contribute to the overall success of a study?
2. In what situations would a researcher choose an experimental design over a correlational design, and what are the key considerations in determining the most appropriate research design for a given study?
3. How do researchers ensure the validity and reliability of their research instruments, and why is it important to consider ethical considerations during the data collection process, particularly in qualitative research methods like interviews and observations?
4. Explain the difference between parametric and non-parametric statistical tests, and discuss the factors that influence the choice of a specific statistical analysis technique based on the research design and type of data?