

Methodology - a method -
a technique.

Terms Used

1. RESEARCH TECHNIQUE - Behavior and instruments used in research operations

Examples: Scales, recording techniques, content analysis, moving average, longitudinal / cross sectional collection of data, etc.

2. RESEARCH METHOD - Behavior and instruments used in selecting and constructing technique (a range of approaches used to gather data)

Examples: Observation, questionnaire, interview, analysis of records, case study, etc.

Methods are more general than techniques. Methods & Techniques are used in performing research operations, i.e.,

- Collection of data
- Statistical processing & analysis (tests)
- To evaluate the accuracy of the results obtained

NOTE: Research techniques and research methods are almost interchangeably used

Research Methodology

- A science of studying how research is done scientifically
- A way to systematically solve the research problem by logically adopting various steps
- Methodology helps to understand not only the products of scientific inquiry but the process itself
- Aims to describe and analyze methods, throw light on their limitations and resources, clarify their presuppositions and consequences, relating their potentialities to the twilight zone at the 'frontiers of knowledge'