Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

Module 1 - Unit 1 part 3			
SI NO	Title of the Topic	Page No	
1.3.1	Criteria of Good Research	3	
1.3.2	Qualities of a Researcher	4-6	
1.3.3	Limitations of Research	7	



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

1.3.1 Criteria of Good Research

Whatever may be the types of research works and studies, one thing that is important is that they all meet on the common ground of scientific method employed by them.

1. Good research is systematic: It means that research is structured with specified steps to be taken in a specified sequence in accordance with the well defined set of rules. Systematic characteristic of the research does not rule out creative thinking but it certainly does reject the use of guessing and intuition in arriving at conclusions.

2. **Good research is logical**: This implies that research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from some premise to a conclusion which follows from that very premise. In fact, logical reasoning makes research more meaningful in the context of decision making.

3. **Good research is empirical**: It implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results.

4. **Good research is replicable**: This characteristic allows research results to be verified by replicating the study and thereby building a sound basis for decisions.

One expects scientific research to satisfy the following criteria:

1. The purpose of the research should be clearly defined and common concepts be used.



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

2. The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.

The procedural design of the research should be carefully planned to yield results that are as objective as possible.

4. The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon the findings.

5. The analysis of data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.

6. Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.

7. Greater confidence in research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.

In other words, we can state the qualities of a good research

a) General Qualities	b) Specific Qualities
Scientific Mind	Knowledge of the subject
Seeker of truth and knowledge	Knowledge of the technique of research
Alertness, insight and imagination	Personal taste in the study
Quick power of understanding and	Unbiased attitude
ability for explaining	
Trained and educated	Familiarity about the informants

1.3.2 Qualities of a Researcher



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

Patient and educated



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

Qualities of a Researcher

The success of a research work to a great extent depends upon the qualities of the researcher. A researcher has to meet people from various walks of life and has to discuss variety of topics. In order to produce best results, a researcher should have variety of qualities both general and specific.

a) General qualities

1. Scientific Mind: A researcher must have a scientific mind. He should not be influences or guided by superficial facts. He must give up personal likes and dislikes. The research should be performed along scientific lines. He must discard superstitions.

He must avoid all types of bias. He must not be swayed away by personal considerations of pleasure or pain. He must have practical experience and emotional maturity so that he can fully utilize his efforts to gain scientific knowledge and discoveries.

2. Seeker of truth and knowledge: A researcher is a seeker of truth. So he himself must be truthful and sincere. He must have desire for the knowledge. He must be prepared to make any type of sacrifice in terms of time, money and energy t find out the real truth, Truthfulness corresponds to the desire for accuracy of observation and precision of statement.

A researcher must be scrupulously honest and must have intellectual integrity. He must be tactful and resourceful.

3. Alertness, insight and imagination: A scientific mind must always be alert to appreciate minute changes in situations. He must have the mind to work under all circumstances. A researcher should be accurate in observation, quick



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

in perception and statement. He must be disciplined. He must have a high degree of imaginative power.

- 4. **Quick power of understanding and ability for explaining**: He must know his subject thoroughly. He must be a good conversationalist and must possess ability to put across ideas to others. He should have the ability to grasp things quickly.
- 5. **Trained and educated**: A researcher must have good knowledge about his area of research. He must have sufficient experience and training to understand, analyze and solve the problem. He must have an analytical mind. He must be acquainted with the latest techniques of research.
- 6. **Patient and Educated**: A researcher must have the quality of patience. A research combines in itself success and failure. A researcher must not feel defeated if the desired outcome does not come forth at the expected time. Many years may be required to complete the project. He should not give up his hope in the meantime. He must have courage and conviction. He requires social qualities like pleasant manners, humorousness etc.
- b) Specific Qualities
- 1. **Knowledge of the subject**: The research worker should have a complete knowledge of the subject under study. This knowledge helps him in preparing forms of questionnaire and schedule and getting proper information.
 - 2. **Knowledge of the technique of research**: The research worker should also possess intimate knowledge of the technique that is to be applied to the problem. In the absence of such knowledge the research worker is likely to commit methodological errors.



Dr Josheena Jose, Assistant Professor, Dept. of Commerce, Christ College (Autonomous) Irinjalakuda

- 3. **Personal taste in the study**: The research worker must take personal interest in the study. A forced work is often very monotonous and tiresome.
- 4. **Unbiased Attitude**: The research worker must be unprejudiced and free from all preconceptions. He must maintain an open mind towards the subject under study.
- 5. **Familiarity about the informants**: The research worker must be familiar with the people whom he is studying. If he is familiar with them he can gather information easily. Further he can appreciate their views properly.

1.3.3 Limitations of Research

- 1. Conclusions in research is based upon the data collected. Therefore when the data collected are not valid or adequate, the conclusion will not be conclusive or appropriate.
- 2. Research result in theory. There are many variables which are important from the point of view of theoretical treatment. But many of these variables are not of practical use.
- 3. Research has a limited scope to analyze all the internal and external factors.
- 4. Small organizations cannot afford to have research on various issues.
- 5. Many people in society depend on customs, traditions, routines and practices for taking decision; instead of going for research.
- 6. Research is usually based on sample studies. But in many cases samples are not true representatives. Therefore the research reports based on samples may not be accurate.

