

NEED FOR SOCIAL RESEARCH AND ITS METHODOLOGY : A SOCIOLOGICAL VISION

Dr. Surendra D. Pawar

Associate Professor & HOD Sociology,
N. J. Patel Arts & Commerce College,
Mohadi (Bhandara)

Email pawarsurendra54@gmail.com

Abstract: *Be it social research, scientific research is social and scientific research, both in the field of social and natural problem solving and the creation of new knowledge. However, there is a difference between social research and scientific research in many respects. The purpose of research is to create new knowledge. While scientists have researched the physical aspects of the world, sociologists have explored to analyze the social behavior of humans. In both cases, scientists use different methods to accomplish their task, and these methods may vary according to research. Social scientists use social research and it can be qualitative or quantitative or both. Scientific research is used in the natural sciences and the methods are mostly quantitative. However, both research areas are important for understanding natural and social phenomena. Present research paper reflects the need for social research and its methodology.*

Keywords: *social research, methodology, social phenomena, social behavior*

Preface:

Social research is used to investigate human behavior in social life. Recently, methods of social science research have been developed. As mentioned above, social research is either qualitative or quantitative or both. Qualitative approach can be seen in participatory approach, research participation, etc. This method is related to quality. The quantitative approach relies on statistical information and analyzes social context through computational evidence. It has to do with proportions. Currently, most social researchers use this method in their findings and the research field is moving towards inactivity. The most difficult thing about social research is that sometimes the researcher's personal feelings can be involved in the findings, and the research can be subjective and biased. Even so, owning one is still beyond the reach of the average person. Many social research findings are more or less objective. Scientific research in physics, chemistry, etc Connected with the natural sciences like. According to scientific research, scientists try to create new knowledge. Here, researchers investigate cases using experimental and measurable techniques. Most of the scientific studies are accurate and they are objective. Scientific discoveries use measurable analytical methods and the special thing is that anyone can do such research at the same time. Also, if there is some research, the scientist can change one or two variables and get the preferred result. Scientific research usually begins with assumptions and is then examined to

examine the variables to see if the assumptions are true or false. If this is true then the hypothesis can be a theory and if it is false then it can be abandoned. When it comes to the natural sciences, the opposite is true in the social sciences. The maximum time is less likely to change and theories last longer. When we take both social and scientific research we can see that there is an attempt to be more objective in order to get more accurate results in the field of both subjects. Also, when conducting research, the researcher should be impartial and follow a systematic and transparent way to achieve the desired results. If we look at the differences, we see that social research is difficult again and again because changes can change over time, while scientific research can be repeated many times if necessary. While the results of social research may change at any time, the results of scientific research last longer.

What is social research?

Social research refers to that research, in which new knowledge related to social phenomena is obtained by using logical and systematic methods. There are two words in social research- 'social' and 'research'. Social means- belonging to the society, that is, that which is not related to any one person, non-living things and any other animal other than man. Meaning of the word research - The word research is the Hindi version of the English word 'Research'. It can be separated into two parts 'Re' and 'Search'. The word 'Re' means again. The word 'Search' means to search. So research literally means to rediscover it means to search again and again. Social research looks deep into human nature and analyzes social contexts. However, any social scientist can look at the population of the whole world to reach a certain conclusion. As a result, it will take a population sample and examine the data and then formulate a general theory based on that data. On the other hand, some social scientists use participant observers as a research method, where the researcher goes to a specific community and becomes a member of that member and participates in the community program while observing the residents. People in the community do not understand that they are watching because then the pattern of their spontaneous behavior may change. The researcher can spend a long time and collect the findings and then he analyzes them and formulates a theory. Social research is a difficult subject because no one can predict human behavior. However, social research is a well-developed field and we have come to understand many things in the context of human behavior and society in which we have lived through social research.

Social research has the following functions:

- Diagnosis - The purpose of understanding the object state at the time of that study is social studies.
- Accuracy of information- Research process all the information collected must be accurate. Predictions- Create research results possible short and long term predictions and delineating possible prospects.
- Possible changes in the study area selected according to the design-research findings can lead to various recommendations.
- Information- Social research results should be made public. They also need to provide some information to the people, to clarify certain qualities.

- Restoration- Due to the results of social research activating or solving various problems of research object various social services more efficient work, and public institutions can be closed.

Features of Social Research:

- Social research is concerned with the detailed study of social phenomena using scientific methods.
- Social research does not confine itself to the application of methods and methods on various scientific instruments but also lays emphasis on the development of innovative methods.
- In social research, not only scientific study of various social phenomena and problems is done, but new knowledge is also created.
- Social research explores the causal relationships between various social facts and events. This is because social phenomena are not independent of each other but are related to each other.
- In social research, where new facts are discovered, the work of re-examination and verification of old facts and previous situation theories is also done.
- Social research is a method in which the suitability of a hypothesis is investigated or tested.
- There is a scientific way of using the findings from the study of social research in the form of theories, that is, new theories are created under it.
- Where social research emphasizes the search for pure knowledge, it is also used to solve practical problems.

Problems in Social research:

Each social science has its own specific research problems, and this is also true for sociological research.

- ❖ Lack of clarity in concepts- Every science has its own specific concepts which all the scholars of that subject use in the same sense. These concepts contribute to advance social research. There is a lack of consensus among scholars regarding the meaning of the concepts used in sociology, when to go to the hymns.
- ❖ Complex Nature of Social Events – Due to the complex nature of social phenomena, social phenomena cannot be studied easily and on the other hand the conclusions obtained from such studies cannot be substantiated. The reason for this is that for a single social event many factors are responsible for many social events. In such a situation a great obstacle comes in the way of social research.
- ❖ Difficulty in achieving objectivity- Objectivity is of special importance in social research. In the absence of this, any conclusion obtained on the basis of social research cannot be called scientific conclusion. Here the researcher is concerned with that society, social life or social phenomenon.
- ❖ Problem of sure forgiveness- In social research, social relations, behaviors and honorable natural are studied prominently. It is not possible to measure all these as they are qualitative and not quantitative. It is not possible to weigh research or

measure human nature behavior. This is because no scale has been developed to measure social events.

- ❖ Lack of experimental research- At present the use of experimental methods in social sciences is found to be negligible. The reason for this is that for the use of these methods, proper conditions are still found in the social sciences. This makes it difficult to find causal relationships.
- ❖ Problem of Authentication- It is very important from the scientific point of view to ascertain the credibility of the conclusions obtained on the basis of social research, but this task is very difficult in social science because the social phenomena that are studied here are to be repeated.
- ❖ Impossible- Testing the reliability of findings is one of the major problems of social research.

Importance of social research:

Social research has become a part of daily life in the present age. Its requirements can be explained as follows-

- ❖ Helpful in the development of knowledge - Social research helps in continuous increase in human knowledge. This also develops intelligence. To understand the present complex society, continuous increase in knowledge is essential.
- ❖ Helpful in the removal of knowledge and superstition- Social research helps in eradicating ignorance and superstition through new knowledge. The enlightened person emphasizes on giving up these superstitions.
- ❖ Helps in social control- Knowledge gained through social research also helps in social control. In this way it is known that which event or trend poses a threat to the social system.
- ❖ Helpful in social problems- Present human life is full of problems. Social research can provide help in solving social problems.
- ❖ Helpful in Social Welfare - Social research gives scientific basis to social reform efforts. Social research can understand various social evils and remove them.
- ❖ Helpful in the scientific study of society- Social research helps in understanding social differences by providing scientific knowledge of the various aspects of society and its complexities.
- ❖ Helpful in forecasting- Social research helps in understanding social reality and making rules and theories regarding it. This helps in making scientific analysis of the present conditions and predicting the future.

Conclusion:

Setting research objectives is an important step in the entire research process. We need to be clear about what we are going to do. This gives direction to research. Objectives should be in clear words and without making a long list of objectives, there should be few objectives. When setting goals, you need to consider whether you can achieve them. At the end of the research, the relationship between the objectives and the findings should be clarified. This is why setting goals is so important. Many research projects set assumptions

based on objectives. The main purpose of this is to provide guidance on how to initiate research. At the beginning of the research some things are taken into consideration and accordingly a statement of hypothesis is made. Social research helps in continuous enhancement of human knowledge. This also develops intelligence. To understand the present complex society, continuous increase in knowledge is essential.

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