

Good research methodology: deductive research approach essay example

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RESEARCH METHODOLOGY.

Research methodology implies the process of collecting information relevant to a field of study for the purpose of deducing conclusions and decision making (Berger, 2011). It is a means of finding out the results of a given need or problem on a matter also referred to as a research problem.

Methodology refers to the theoretical analysis of methods appropriate to a field of study. In methodology, a researcher uses different criteria for searching the solution to the given research problem, which may include interviews, surveys, questionnaires, publication research, and observation amongst others (Kothari, 2005). In research methodology, a researcher uses his/her unique means to search for systematic solutions to a problem.

RESEARCH APPROACH.

While working on a research proposal or project, it is crucial to determine which research approach best fits the study. To support the methodology, it is crucial to follow a research paradigm that is appropriate to the research approach (Berger, 2011). There are two kinds of research approaches; inductive and deductive approach.

According to Asheim (2006), deductive approach allows a researcher to develop a hypothesis by using an existing theory. The researcher works from more general information to more detailed information. Deductive reasoning may also be referred as the 'top-bottom' approach as the researcher works from the top with a broad spectrum of information towards the bottom.

Deductive reasoning involves beginning with a theory of an existing topic of interest. The researcher then narrows the topic to testable set of

hypotheses. The hypotheses are then narrowed further by collection of data used for confirmation or rejection of the original theory, which allows the development of a conclusion.

Contrary, inductive approach requires the collection of data before development of a theory. It is the opposite of deductive reasoning as it starts from a specific observation. The researcher measures, detects patterns of regularities, formulates tentative hypotheses, and ends up developing conclusions. This approach is limited on the fact that it does not always generate logical scientific conclusions.

Deductive reasoning is considered appropriate for scientific research due to its objectivity and lack of bias. It ensures that the inferences arrived at are true and valid. However, this method may not be feasible most of the time as the researcher does not know all the fundamental laws of nature (Asheim, 2006). The researcher needs to imagine the true laws from the patterns observed in nature. On the other hand, inductive approach is open to possibilities as there are no restricting axioms. It is, therefore, more flexible than deductive reasoning and considered ideal for problem solving.

RESEARCH METHODOLOGY; FACTORS THAT INCREASE PRODUCTIVITY FROM EMPLOYEE EMPLOYER PERSPECTIVE.

RESEARCH PHILOSOPHY.

This refers to the systematic search for knowledge, existence, and reasoning. It involves an establishment of facts to both new and existing knowledge and behavior. Research philosophies are aimed at addressing the objectives of a study rather than the research methodology itself.

As a result of complexity in the nature of work conditions and leadership at work places, the study will apply positivism research philosophy. The use of positivism will assist in application of scientific methodology to understand and research on social or psychological phenomena (Feeney and Heit, 2007). Positivism will be used to quantify the responses from the questionnaires, and to seek statistical and causal relationships that exist among variables. The philosophy will be used in working out theories that apply to the study. The goal will be to generate a universal truth that will offer explanations and solutions to the factors that improve employee motivation, and how such motivation affects productivity (Monette et al 2014).

RESEARCH APPROACH.

The study will incorporate both deductive and inductive reasoning. This will follow the scientific norm of logical reasoning where inductive reasoning will be used at the early stages of the study. Inductive reasoning, in this case, will offer more open-ended and exploratory information than deductive reasoning. However, this will only be applicable in the early stages of the study. Deductive reasoning will be used after gathering information from inductive reasoning, which will be used in defining the existing theories related to the study (Feeney and Heit, 2007). The alternation between inductive and deductive reasoning will allow the generation of hypotheses that will be used to collect more information than using deductive reasoning only.

DATA COLLECTION.

Primary data are data collected for the first time, and are given in the form of original or raw materials. The data needs the application of statistical

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methods for purposes of interpretation and analysis. Primary data collection methods include direct persona interviews, observation, and questionnaires.

Secondary data implies data that have already been collected, and have gone through statistical interpretation and analysis (Berger, 2011).

Secondary data can be collected from published or unpublished sources that may include journals, articles, books, and bureaus amongst others.

Primary data has an advantage over secondary data as the researcher generates original data that is unbiased. The data is basic and compiled from a first-hand experience and observation. As much as it is time consuming to collect data using primary data collection method, the researcher is assured of reliability and validity of the results (Kothari, 2005). Theories generated from an analysis of primary data are original and considered for scientific analysis and presentation.

This study will incorporate the use of survey monkey for data collection. As a primary source of data collection, survey monkey will simplify the process of data collection considerably. It will assist in formatting the questions that will be used in the questionnaire to make them easy to understand and appealing to the respondents (Monette et al 2014). Additionally, survey monkey will be used in cases of tracking the respondents, and re-contacting the non respondents. This will avoid double collection of data, and also pestering those who have already participated. Survey monkey will also be useful in simplifying the analysis and data interpretation as the data generated will be exported to programs such as SPSS for detailed and comprehensive analysis (Feeney and Heit, 2007)..

Employees will be provided with the questionnaires and required to answer

the questions that will be related to the purpose of the study. The use of the questionnaire from survey monkey will enhance the collection of a larger amount of data compared to other primary data collection methods as observation. The results of the questionnaire are also quicker and easily quantifiable while use a survey monkey as compared to the other methods. Such quantified data will be useful in comparing and contrasting the results, which will be used to measure change and develop new theories.

ETHICAL MATTERS TO BE CONSIDERED.

Getting the information from the employees regarding their productivity may be challenging as the employees may fear for the loss of their jobs. This implies that at some point deception may be used but with the consent from research legal bodies (Monette et al 2014). The research will follow informed-consent ethical rules. The respondents will be informed of the purpose, procedure and expected duration of the study (Berger, 2011). Participation will be through volunteer ship and any participant who wishes to decline or withdraw from the study will not be denied the right. Participants will also be informed of the benefits that the study prospects. Respondents will also be ensured of their anonymity and confidentiality. The study will respect the privacy of the participants by ensuring that the respondents are not identifiable, except in exceptionally and defined circumstances (Kothari, 2005). This will be through protection of information from unauthorized observation.

Reference.

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