

MOTHER TERESA WOMEN'S UNIVERSITY ,
KODAIKANAL
VISUAL COMMUNICATION
RESEARCH METHODOLOGY

Unit – 1

Research Concepts: Meaning, Definition, Objectives, Scope of Research: Types of Research, Significance of Research, Research process, Criteria of a good research, Review of literature, Problems encountered by researchers

Unit – 2

Research Problem – Meaning & Selecting the research problem – Necessity of defining the problem – Meaning of Research Design – Need for research design & Features of a good design – Important concepts relating to research design – Types of Research Design & Hypothesis & Types of hypotheses & Framing of hypotheses

Unit – 3

Sample design – Steps in sampling design – Characteristics of good sample design – Different types of sample designs – Data collection: Collection of primary data – Observation method – Interview method – Collection of data through questionnaires – Collection of data through schedules – Difference between questionnaires, Collection of secondary data collection--Data processing, analysis and presentation – Testing of hypotheses & Statistical treatment – Descriptive, t’ test, ANOVA, Correlation and Regression – Use of Statistical Package & Entering data using Spreadsheet, Importance of pictorial presentation and graphs

Unit – 4

Interpretation & Report writing & Meaning of interpretation – Need for interpretation – Techniques of interpretation – Precaution interpretation – significance of report writing & Different steps in writing report – Layout of the research report

Unit -5

Codes and Policies for Research Ethics - PHILOSOPHY AND ETHICS - philosophy: definition, nature and scope, concept, branches Ethics: definition, moral philosophy, nature of moral judgements and reactions. SCIENTIFIC CONDUCT - Ethical perspectives of mass media Research - Intellectual honest and research integrity - Scientific misconducts: falsification, fabrication, and plagiarism - Redundant publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data. PUBLICATION ETHICS - definition, introduction and importance- Publication misconduct - Violation of publication ethics, authorship and contributor ship OPEN ACCESS PUBLISHING - PUBLICATION MISCONDUCT: Subject specific ethical issues, FFP, authorship, Conflicts of Interest, Use of plagiarism software like Turnitin, Urkund, etc. - DATABASES AND RESEARCH METRICS – Indexing & Citation databases, Research Metrics-impact factor – citescore, h-index, g index, i10 index, altmetrics

Text Book

Kothari, CR,(2008), *Research Methodology Methods and Techniques*, Wishwa Prakashan, New Delhi

Wilkinson and Bhandarkar,(1999), *Methodology and Techniques of Social Research*, Himalaya Publishing House, Mumbai

Krishnaswami, O.R,(1993), *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai

Devendra Thakur,(1993), *Research Methodology in Social Sciences*, Deep and Deep, New Delhi

Gopal Lal Jain,(1998), *Research Methodology*, Mangal Deep, Jaipur.

Bird, A. (2006). *Philosophy of Science*. Routledge.

MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.

P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865

National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.

Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1–10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>

Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179–179. <https://doi.org/10.1038/489179a>

Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance*(2019), ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf