Research Methods.

Name of the student

Name of the lecturer

Course Title

Due date

Research methods.

In research, various research methods are used. The choosing of the research method that will be used depends on the place where the research will be conducted, the time in which the research will be conducted and the deadline of the research to be submitted, and the people who are going to be involved in the research. Additionally, it may depend on the person carrying out the research in which they will choose a method with which they are conversant.

Some of these research method they include firstly, observation. The observation research method is the simplest, which does not require any literate skills to conduct, and it is significantly less disruptive. (Stokes, 2014, p 113.) Moreover, it is firsthand information in which there are no alterations. The records of the observation research method are made on the phones and in the field notes. This type of research method is more appropriate while assessing damage, inspecting buildings, and checking out safety.

Secondly, the surveys or the questionnaires are considered the cheapest, and they can provide a broad perspective. The surveys can be conducted through emails; telephones and they can be done face to face. The usage of the survey makes it possible for one to clear information and which is honest and the answers are submitted on time. (Kothari, 2004, p 7.)However, there are always missing answers if the people are filling the questionnaires and low response rate. The surveys are more appropriate to use when there is a large group of people who have nothing in common, and there are many topics to be covered.

Thirdly, the interviews in which they are considered to be the most expensive to execute. The interviews are either conducted in person or through the phone. (Sapsford, 2013, p 416)The interviews that are always conducted are always either structured or unstructured. However, to conduct interviews as a researcher, you don't require literacy, and this method can uncover deep insight.

Last but not least, there is the Focus groups method. The method focuses on the groups of people who have something in common. (Sapsford, 2013, p 416) The focus group methods are used to uncover why the member of the groups that are being focused on behaves and thinks the way they do. However, this method is time-consuming; there is a lack of privacy, requiring a skilled person. The focus group research method is more appropriate while examining cultural values and complex issues.

These are the primary research methods that most researchers use to conduct their research. To choose the best research method, one has to validate what one wants to achieve and what is on the ground to get the best results from the research conducted.

Work cited.

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Sapsford, R., & Jupp, V. (2006). Data collection and analysis. London: SAGE Publications in association with the Open University.