**Doctor of Social Leadership Program**

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**How do you define "research?**

**1.**

**Overview**

The fundamental framework of research can be defined as the systematic and careful

examination and analysis of a societal problem or any problem that humanity faces that requires

a solution on this planet earth. According to Question Pro, “Research is the careful consideration

of study regarding a particular concern or research problem using scientific methods. According

to the American sociologist Earl Robert Babbie, “research is a systematic inquiry to describe,

explain, predict, and control the observed phenomenon. It involves inductive and deductive

methods.” Inductive methods analyze an observed event, while deductive methods verify the

observed event. Inductive approaches are associated with qualitative research, and deductive

methods are more commonly associated with quantitative analysis.”

Also, the researcher’s aim and objective when commencing a research is to develop strategies

that will allow them to locate prospective and new clientele. Therefore, it is imperative

that the research is centered around obtaining a better understanding of the current customers by

setting realistic goals, addressing the entity obstacles and establish attainable and positive

marketing strategies. Thus, the ultimate target for any research is to prepare a business plan that

will result in the organization expanding its horizon and connecting or networking with new

business prospect.

**2.**

**Research**

The definition of research may vary from each and every individual standpoint, but the end

result is eventually the same. Thus, Research can simply be defined as “The profound and

exhausting investigation and examination of a particular problem and the determination to find a

solution to the problem base on analytic and scientific evaluation.” According to Merriam

Dictionary research is the studious inquiry or examination especially investigation or

experimentation aimed at the discovery and interpretation of facts, revision of accepted theories

or laws in the light of new facts, or practical application of such new or revised theories or laws

the collecting of information about a particular subject and the careful or diligent search.”

**References**

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