RESEARCH METHODOLOGY

The basic types of research are:

- Descriptive vs. Analytical
- Applied vs. Fundamental
- Quantitative vs. Qualitative
- Conceptual vs. Empirical

Descriptive vs. Analytical

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists present. The main characteristic of this method is researcher has no control over the variables; he can only report what has happened and what is happening. Most ex post facto research projects are used for descriptive studies in which the research seeks to measure such items as frequency of shopping, preferences of people, or similar data. Ex post facto studies also include attempts by researcher to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational method. In analytical research, the researcher has to use facts or information already available and analyze these to make a critical evaluation of the material.

Applied vs. Fundamental

Research can either be applied research or fundamental research. Applied research aims at finding a solution for an immediate problem facing a society or a business organization. Whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory. Research concerning some phenomenon or relating to pure mathematics are examples of fundamental research. Similarly, research studies concerning human behavior carried on with view to make generalizations about human
behavior are examples of fundamental research, but research aimed at certain conclusions facing a concrete social or business problem is an example of applied problem.

**Quantitative vs. Qualitative**

Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research is concerned with qualitative phenomenon. For example when we are interesting in investigating the reasons for human behavior.

**Conceptual vs. Empirical**

Conceptual research is that related to some abstract idea or theory. It is generally used by philosopher and thinkers to develop new concepts or to reinterpret existing ones. On the other hand the empirical research relies on experience or observation alone, often without regard for system and theory. We can also call it as experimental type of research. In such a research it is necessary to get at facts firsthand, at their source and activity to go about doing certain things to stimulate the production of desired information. Empirical research is appropriate when proof is sought that certain variables affect other variables in some way.

In this study of research, Survey method has been followed. To achieve the above mentioned goal and to collect the relevant data/information about the research topic, a questionnaire was developed using criterion test. ‘2 –test and ‘t-test’ was applied on the data collected using final questionnaire to find the effect of threats based on their responses.