



KONSEP DASAR STATISTIK

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RESEARCH IN BEHAVIORAL SCIENCES

One of the main objectives of a behavioral scientist is to develop theories and principles which provide insights into human and organizational behavior. These theories and principles have to be evaluated against actual observations. This is called the validation of theories by empirical research. Broadly, research can be classified into two groups—qualitative research and quantitative research.

Qualitative research involves collecting qualitative data by way of in-depth interviews, observations, field notes, open-ended questions etc.

Quantitative research involves collecting quantitative data based on precise measurement using structured, reliable, and validated data collection instruments or through archival data sources

Research is undertaken within most professions. More than a set of skills, research is a way of thinking: examining critically the various aspects of your day-to-day professional work; understanding and formulating guiding principles that govern a particular procedure; and developing and testing new theories that contribute to the advancement of your practice and profession.

you may be a nurse, doctor, occupational therapist, physiotherapist, social worker or other paramedic. In any of these positions, some of the following questions may come to your mind or someone else may ask you for their answers:

- How many patients do I see every day?
- What are some of the most common conditions prevalent among my patients?
- What are the causes of these conditions?
- Why do some people have a particular condition whereas others do not?
- What are the health needs of the community?
- What are the benefits of this programme to the community?
- How do I demonstrate the effectiveness of my service?

Let us take another discipline: business studies. Assume you work in the area of marketing. Again, you can work at different levels: as a salesperson, sales manager or sales promotion executive. The list of questions that may come to your mind can be endless. The types of questions and the need to find answers to them will vary with the level at which you work in the organization.

- What is the best strategy to promote the sale of a particular product?
- How many salespersons do I need?
- What is the effect of a particular advertising campaign on the sale of this product?
- How satisfied are the consumers with this product?
- How much are consumers prepared to spend on this product?
- What do consumers like or dislike about this product?
- What type of packaging do consumers prefer for this product?
- What training do the salespersons need to promote the sale of this product?

- *Research Teaches Methods of Discovery*
- *Research Teaches Investigative Skills*
- *Research Builds Career Skills*
- *Research Teaches Critical Thinking*
- *Research Teaches Logic.*
- *Research Teaches the Basic Ingredients of Argument*

Research is one of the ways of collecting accurate, sound and reliable information about the effectiveness of your interventions, thereby providing you with evidence of its effectiveness

When you say that you are undertaking a research study to find out answers to a question, you are implying that the process being applied:

- is being undertaken within a framework of a set of philosophies
- uses procedures, methods and techniques that have been tested for their validity and reliability;
- is designed to be unbiased and objective.

The word *research* is composed of two syllables, *re* and *search*. The dictionary defines the former as a prefix meaning again, a new or over again and the latter as a verb meaning to examine closely and carefully, to test and try, or to probe.

Together they form a noun describing a careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles. (Grinnell 1993: 4)

Grinnell further adds: 'research is a structured inquiry that utilizes acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable.' (1993: 4)

Lundberg (1942) draws a parallel between the social research process, which is considered scientific, and the process that we use in our daily lives.



1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?