

BUSINESS RESEARCH METHODS

UNIT 1

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INTRODUCTION TO RESEARCH

Business research is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business.

Business Research can be simply defined as a process of gather comprehensive data and information of all the areas of business and incorporating this information for sales and profit maximization. Business Research is a systematic management activity helping companies to determine which product will be most profitable for companies to produce. Also, there are multiple steps in conducting research, with each thoroughly reviewed to ensure that the best decision is made for the company as a whole.

NATURE OF BUSINESS RESEARCH:

- i. Business Research helps you communicate with current and potential customers in a better way.
- ii. It helps you identify opportunities and threats in the marketplace.
- iii. It helps you minimize risks.
- iv. Business research is used to plan investments and financial outcomes effectively.
- v. It helps you build a better market position.
- vi. It can keep you updated with current trends and innovations in the market.

SCOPE OF BUSINESS RESEARCH:

- i. Production Management: The research performs an important function in product development, diversification, introducing a new product, product improvement, process technologies, choosing a site, new investment etc.
- ii. Personnel Management: Research works well for job redesign, organization restructuring, development of motivational strategies and organizational development.

iii. Marketing Management: Research performs an important part in choice and size of target market, the consumer behaviour with regards to attitudes, life style, and influences of the target market. It is the primary tool in determining price policy, selection of channel of distribution and development of sales strategies, product mix, promotional strategies, etc.

iv. Financial Management: Research can be useful for portfolio management, distribution of dividend, capital raising, hedging and looking after fluctuations in foreign currency and product cycles.

v. General Management: It contributes greatly in developing the standards, objectives, long-term goals, and growth strategies.

BUSINESS RESEARCH METHODOLOGIES



BUSINESS RESEARCH METHODS IN TWO WAYS:

- Quantitative and Qualitative
- Primary and Secondary

Quantitative vs Qualitative Business Research

Quantitative research involves data that is statistical and numerical in nature. Such data can be analysed using statistical techniques. Qualitative research, on the other hand, involves non-numeric data that generally takes a textual form.

Quantitative vs. Qualitative Research Design

Following is the difference between Quantitative vs. Qualitative Research Design

Quantitative Research	Qualitative Research
Focuses on putting ideas and hypotheses to the test.	Concentrate on generating ideas and developing a theory or hypothesis.
Math and statistical analysis were used to examine the situation.	Summarizing, classifying, and analyzing data were used to conduct the analysis.
Numbers, graphs, and tables are the most common forms of expression.	Mostly represented with words
It necessitates the participation of a large number of people.	Only a few people are required to answer.
Closed questions (multiple choice)	Open-ended inquiries
Key terms: testing, measurement, objectivity, replicability	Key terms: understanding, context, complexity, subjectivity

Primary vs Secondary Business Research

Another way in which research methods can be classified is by primary and secondary research. Primary research refers to the collection of first-hand data, generally directly from the source. Some common methods of primary research are surveys, interviews, and observations. Conversely, secondary research uses existing data that is already available.

TYPES OF BUSINESS RESEARCH

Quantitative Research Methods

1. Survey research: Survey research is one of the most widely used methods to gather data especially for conducting business research. Surveys involve asking various survey questions to a set of audiences through various types like online polls, online surveys, questionnaires, etc. Nowadays, most of the major corporations use this method to gather data and use it to understand the market and make appropriate business decisions. Various types of surveys like cross-sectional surveys which are needed to collect data from a set of audience at a given point of time or longitudinal surveys which are needed to collect data from a set of audience across various time duration in order understand changes in the respondents' behaviour are used to conduct survey research. With the advancement in technology, now surveys can be sent online through email or social media.

For example: A company wants to know the NPS score for their website i.e. how satisfied are people who are visiting their website. An increase in traffic to their website or the audience spending more time on a website can result in higher rankings on search engines which will enable the company to get more leads as well as increase its visibility. Hence, the company can ask people who visit their website with a few questions through an online survey to understand their opinions or gain feedback and hence make appropriate changes to the website to increase satisfaction.

2. Correlational research: Correlational research is conducted to understand the relationship between two entities and what impact each one of them has on the other. Using mathematical analysis methods, correlational research enables the researcher to correlate two or more variables. Such research can help understand patterns, relationships, trends, etc. Manipulation of one variable is possible to get the desired results as well. Generally, a conclusion cannot be drawn only on the basis of correlational research.

For example: A research can be conducted to understand the relationship between colours and gender-based audiences. Using such research and identifying the target audience, a company can choose the production of particular colour products to be released in the market. This can enable the company to understand the supply and demand requirements of its products.

3. Causal-Comparative research: Causal-Comparative research is a method based on the comparison. It is used to deduce the cause-effect relationship between variables. Sometimes also known as quasi-experimental research, it involves establishing an independent variable and analyzing the effects on the dependent variable. In such research, manipulation is not done.

For example: A research can be conducted to analyze the effect of good educational facilities in rural areas. Such a study can be done to analyze the changes in the group of people from the rural areas when they are provided with good educational facilities and before that.

4. Experimental research: Experimental research is based on trying to prove a theory. Such research may be useful in business research as it can let the product company know some behavioural traits of its consumers, which can lead to more revenue. In this method, an experiment is carried out on a set of audiences to observe and later analyze their behaviour when impacted with certain parameters.

For example: Experimental research was conducted recently to understand if particular colours have an effect on its consumers' hunger. A set of the audience was then exposed to those particular colours while they were eating and the subjects were observed. It was seen that certain colours like red or yellow increase hunger. Hence, such research was a boon to the

hospitality industry. You can see many food chains like McDonalds, KFC, etc. using such colours in their interiors, brands, as well as packaging.

5. Online research / Literature research: Literature research is one of the oldest methods available. It is very economical and a lot of information can be gathered using such research. Online research or literature research involves gathering information from existing documents and studies which can be available at Libraries, annual reports, etc. Nowadays, with the advancement in technology, such research has become even more simple and accessible to everyone. An individual can directly research online for any information that is needed, which will give him in-depth information about the topic or the organization. Such research is used mostly by marketing and salespeople in the business sector to understand the market or their customers.

For example: A salesperson has heard a particular firm is looking for some solution which their company provides. Hence, the salesperson will first search for a decision maker from the company, investigate what department he is from and understand what the target company is looking for and what are they into. Using this research he can cater his solution to be spot on when he pitches it to this client. He can also reach out to the customer directly by finding a mean to communicate with him by researching online.'

6. Cross-sectional research

Cross-sectional research studies a group or subgroup at one point in time. Participants are generally chosen based on certain shared characteristics, such as age, gender or income, and researchers examine the similarities and differences within groups and between groups. The group is often used as a representation of a larger population. Similar to longitudinal research, researchers observe participants without altering variables.

7. Time-series analyses

An experimental design that involves the observation of units (e.g., people, countries) over a defined time period. Data collected from such designs may be evaluated with time-series analysis. Time-series analyses were, at one point in time, conducted using more qualitative approaches. However, with the advancement of computer technologies, statistical methods, and programs capable of large-scale data analysis, most time series research is now quantitative in nature.

Time-Series or Longitudinal Research Design

- Study examines relationships over time
- Time becomes an important factor

Qualitative Research Methods

1. Interviews: Interviews are somewhat similar to surveys, like sometimes they may have the same questions used. The difference is that the respondent can answer these open ended questions at a length and the direction of the conversation or the questions being asked can be changed depending on the response of the subject. Such a method usually gives the researcher, detailed information about the perspective or opinions from its subject. Carrying out interviews with subject matter experts can also give important information critical to some businesses.

2. Focus groups: Focus groups are a set of individuals selected specifically to understand their opinions and behaviours. It is usually a small set of a group that is selected keeping in mind, the parameters for their target market audience to discuss a particular product or service. Such a method enables a researcher with a larger sample than the interview or a case study while taking advantage of conversational communication.

3. Ethnographic research: Ethnographic research is one of the most challenging research but can give extremely precise results. Such research is used quite rarely, as it is time-consuming and can be expensive as well. It involves the researcher to adapt to the natural environment and observe its target audience to collect data. Such a method is generally used to understand cultures, challenges or other things that can occur in that particular setting.

4. Case study research: Case study research is one of the most important in business research. It is also used as marketing collateral by most businesses to land up more clients. Case study research is conducted to assess customer satisfaction, document the challenges that were faced and the solutions that the firm gave them. Using these inferences are made to point out the benefits that the customer enjoyed for choosing their specific firm. Such research is widely used in other fields like education, social sciences, and similar.

5. Website visitor profiling/research: Website intercept surveys or website visitor profiling/research is something new that has come up and is quite helpful in the business sector. It is an innovative approach to collect direct feedback from your website visitors using surveys. In recent times a lot of business generation happens online and hence it is important to understand the visitors of your website as they are your potential customers. Collecting feedback is critical to any business as without understanding a customer, no business can be successful.

IMPORTANCE / SIGNIFICANCE OF BUSINESS RESEARCH

When it comes to the question why Business Research is important, it has an essential role to play in varied areas of business. Here are some of the reasons describing the importance of Business Research:

- It helps businesses gain better insights about their target customer's preferences, buying patterns, pain points, as well as demographics.
- Business Research also provides businesses with a detailed overview of their target markets, what's in trend, as well as market demand.
- By studying consumers' buying patterns and preferences as well as market trends and demands with the help of business research, businesses can effectively and efficiently curate the best possible plans and strategies accordingly.
- The importance of business research also lies in highlighting the areas where unnecessary costs can be minimized and those areas in a business which need more attention and can bring in more customers and hence boost profits.
- Businesses can constantly innovate as per their customers' preferences and interests and keep their attention towards the brand.
- Business Research also plays the role of a catalyst as it helps business thrive in their markets by capturing all the available opportunities and also meeting the needs and preferences of their customers.

Advantages of Business Research

- Business Research plays the role of a catalyst in identifying potential threats, issues as well as opportunities.
- It provides a detailed analysis of customers and the target audience, thus helping in building better relationships with one's audience and capturing the areas which we might be missing out on.
- It also anticipates future problems thus the enterprise is able to tackle those uncertainties and prepare for them beforehand.
- It keeps a continuous track of competition in the market and gives businesses the scope to come up with better strategies to tackle their competitors.
- Business Research also conducts a thorough cost analysis thus helping the company efficiently manage resources and allocate them in an optimal manner.
- It keeps you updated with the latest trends and competitor analysis.

Disadvantages of Business Research

- Business Research can be expensive and time-consuming.
- It also has the danger of being assumptive and imprecise at times, because the focus groups might be small or can be highly based on assumptions.
- The market is ever-changing and ever-evolving and capturing the right trends or anticipating them can constitute a complicated process for business research.

CRITERIA OF GOOD RESEARCH

One expects scientific research to satisfy the following criteria:

1. The purpose of the research should be clearly defined and common concepts be used.
2. The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.
3. The procedural design of the research should be carefully planned to yield results that are as objective as possible.
4. The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon the findings.
5. The analysis of data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.
6. Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.
7. Greater confidence in research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.

MARKETING INFORMATION SYSTEM

The Marketing Information System refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information, from both the internal and external sources, to the marketers on a regular, continuous basis. The marketing information system distributes the relevant information to the marketers who can make the efficient decisions related to the marketing operations viz. pricing, packaging, new product development, distribution, media, promotion, etc. Every marketing operation works in unison with the conditions prevailing both inside and outside the organization, and, therefore, there are several

sources (viz. Internal, Marketing Intelligence, Marketing Research) through which the relevant information about the market can be obtained.

Components of Marketing Information System



1. Internal Reporting System

The data available in the internal business records available in the various books of accounts on the sales, cash flows, receivables, payables, stock, research, marketing personnel and cost is recorded, analyzed, monitored, compared and communicated to the relevant departments involved in decision making.

2. Marketing Research System

A marketing research system is an advanced tool which studies the perceived marketing issue or problem. It is done with the help of primary or secondary data collected and presented in tabular format, to draw meaningful conclusions. It also provides decision-makers with possible solutions and proposes multiple marketing opportunities.

3. Marketing Intelligence System

The marketing intelligence system collects, analyses and keeps the organization aware of the daily updates. These updates include external marketing environment, recent trends, and developments, transforming customer needs, technological advancement, competitor's strategy and market conditions. This leads to prepare for the upcoming challenges and plan for future business opportunities.

4. Marketing Decision Support System

In marketing decision support system, various mathematical and economic tools (regression, linear programming, optimization, statistics, time series analysis, etc.) are used to process, analyze and convert the raw data to obtain useful marketing information to support the decision-making activities.

PARADIGM SHIFT IN RESEARCH

A paradigm shift or paradigm change happens when scientific activity and experimentation begins to contradict premises that experts previously considered unshakable. As a result, a new and different paradigm replaces the dominant paradigm of its day. The term paradigm shift refers to a major change in the worldview, concepts, and practices of how something works or is accomplished. A paradigm shift can happen within a wide variety of contexts from scientific research to industry.

A paradigm shift is a fundamental conceptual transformation that accompanies a change in accepted theory within a scientific field. The term was introduced by the historian and philosopher of science Thomas S. Kuhn in his influential 1962 book, *The Structure of Scientific Revolutions*. Kuhn referred to the network of conceptual, theoretical, and methodological commitments shared by scientists in a given field as a paradigm. He argued that a significant change in accepted theory is accompanied by profound changes in this network of group commitments. The result is a fundamental transformation in the way scientists view the world and pursue their research. This entry explains the notions of paradigm and paradigm shift as Kuhn presented them.

Paradigm shifts in industry often happen when new technology is introduced that radically alters the production process or manufacturing of a good or service. These shifts are key drivers in many of the processes that a society undergoes such as the American Industrial Revolution.

Examples

Germs: Before the discovery of germs, most pre-modern scientists believed pandemics, epidemics, and even common ailments came from miasma (a bad air or mist). Certain scientists proposed something close to a germ theory to counter this widespread belief in miasma throughout the ages, but it wasn't until the nineteenth century that the paradigm shift occurred. Once adopted, it led to much more effective treatments and containment of disease.

Orbit of the sun: One old paradigm held that the sun orbited the earth before the discoveries of Nicolaus Copernicus in the sixteenth century. Copernicus presented a new paradigm the heliocentric model in which he displayed how the opposite was true. This change revamped humankind's understanding of the heavens and set off other significant changes throughout the Scientific Revolution of the sixteenth and seventeenth centuries.

RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success.

Research Design Elements

Impactful research usually creates a minimum bias in data and increases trust in the accuracy of collected data. A design that produces the least margin of error in experimental research is generally considered the desired outcome. The essential elements are:

- Accurate purpose statement
- Techniques to be implemented for collecting and analyzing research
- The method applied for analyzing collected details
- Type of research methodology
- Probable objections to research
- Settings for the research study
- Timeline
- Measurement of analysis

FOUR KEY CHARACTERISTICS:



- **Neutrality:** When you set up your study, you may have to make assumptions about the data you expect to collect. The results projected in the research should be free from bias and neutral. Understand opinions about the final evaluated scores and conclusions from multiple individuals and consider those who agree with the derived results.
- **Reliability:** With regularly conducted research, the researcher involved expects similar results every time. Your design should indicate how to form research questions to ensure the standard of results. You'll only be able to reach the expected results if your design is reliable.
- **Validity:** There are multiple measuring tools available. However, the only correct measuring tools are those which help a researcher in gauging results according to the objective of the research. The questionnaire developed from this design will then be valid.
- **Generalization:** The outcome of your design should apply to a population and not just a restricted sample. A generalized design implies that your survey can be conducted on any part of a population with similar accuracy.

TYPES OF RESEARCH DESIGN

1. Descriptive research design: In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

2. Experimental research design: Experimental research establishes a relationship between the cause and effect of a situation. It is a causal design where one observes the impact caused by the independent variable on the dependent variable. For example, one monitors the influence of an independent variable such as a price on a dependent variable such as customer satisfaction or brand loyalty. It is a highly practical research method as it contributes to solving a problem at hand.

3. Correlational research design: Correlational research is a non experimental research technique that helps researchers establish a relationship between two closely connected variables. This type of research requires two different groups. There is no assumption while evaluating a relationship between two different variables, and statistical analysis techniques calculate the relationship between them.

4. Diagnostic research design: In diagnostic design, the researcher is looking to evaluate the underlying cause of a specific topic or phenomenon. This method helps one learn more about the factors that create troublesome situations.

5. Causal research design: Sometimes referred to as explanatory research, is a type of study that evaluates whether two different situations have a cause-and-effect relationship. Since many alternative factors can contribute to cause-and-effect, researchers design experiments to collect statistical evidence of the connection between the situations. The research explains unexplored aspects of a subject and details about what, how, and why of research questions.

6. Exploratory research: is defined as a research used to investigate a problem which is not clearly defined. It is conducted to have a better understanding of the existing problem, but will not provide conclusive results. For such a research, a researcher starts with a general idea and uses this research as a medium to identify issues that can be the focus for future research.

RESEARCH OBJECTIVES

Research objectives are the outcomes that you aim to achieve by conducting research. Research objectives describe concisely what the research is trying to achieve. They summarize the accomplishments a researcher wishes to achieve through the project and provides direction to the study. A research objective is a clear, concise, declarative statement, which provides direction to investigate the variables.

Characteristics of Research Objectives

1. Research objectives is a concrete statement describing what the research is trying to achieve. A well-worded objective will be SMART, i.e Specific, Measurable, Attainable, Realistic, & Time- bound
2. Research objective should be Relevant, Feasible, Logical, Observable, Unequivocal and Measurable.
3. Objective is a purpose that can be reasonably achieved within the expected timeframe & with the available resources.
4. The objective or research project summarizes what is to be achieved by the study.
5. The research objectives are the specific accomplishment the researchers hope to achieve by the study.
6. The objective includes obtaining answers to research questions or testing the research hypothesis.

TYPES OF RESEARCH OBJECTIVES

1. General objective

- General objectives are broad goals to be achieved.
- The general objectives of the study state what the researcher expects to achieve by the study in general terms.
- General objectives are usually less in number.

2. Specific objective

- Specific objectives are short term & narrow in focus.
- General objectives can be broken into small logically connected parts to form specific objectives.
- General objective is met through accomplishing all the specific objective.
- The specific objectives are more in number & they systematically address various aspects of problem as defined under 'the statement of problem' & key factor that is assumed to influence or causes the problem.
- They should specify what the researcher will do in the study, where, & for what purpose.

RESEARCH HYPOTHESIS

A hypothesis is an assumption that is made based on some evidence. A research hypothesis is a specific, clear, and testable proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables. Specifying the research hypotheses is one of the most important steps in planning a scientific quantitative research study. A quantitative researcher usually states a priori expectation about the results of the study in one or more research hypotheses before conducting the study, because the design of the research study and the planned research design often is determined by the stated hypotheses. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

Characteristics of Hypothesis

- The hypothesis should be clear and precise to consider it to be reliable.

- If the hypothesis is a relational hypothesis, then it should be stating the relationship between variables.
- The hypothesis must be specific and should have scope for conducting more tests.
- The way of explanation of the hypothesis must be very simple and it should also be understood that the simplicity of the hypothesis is not related to its significance.

Sources of Hypothesis

- The resemblance between the phenomenon.
- Observations from past studies, present-day experiences and from the competitors.
- Scientific theories.
- General patterns that influence the thinking process of people.

Types of Hypothesis

There are seven forms of hypothesis and they are:

Simple Hypothesis

It shows a relationship between one dependent variable and a single independent variable. For example: If you eat more vegetables, you will lose weight faster. Here, eating more vegetables is an independent variable, while losing weight is the dependent variable. Consumption of sugary drinks every day leads to obesity is an example of a simple hypothesis.

Complex Hypothesis

It shows the relationship between two or more dependent variables and two or more independent variables. Eating more vegetables and fruits leads to weight loss, glowing skin, and reduces the risk of many diseases such as heart disease.

Directional Hypothesis

It shows how a researcher is intellectual and committed to a particular outcome. The relationship between the variables can also predict its nature. For example: children aged four years eating proper food over a five-year period are having higher IQ levels than children not having a proper meal. This shows the effect and direction of the effect. If a person gets 7 hours of sleep, then he will feel less fatigue than if he sleeps less. It is an example of a directional hypothesis.

Non-directional Hypothesis

It is used when there is no theory involved. It is a statement that a relationship exists between two variables, without predicting the exact nature (direction) of the relationship.

Null Hypothesis

It provides a statement which is contrary to the hypothesis. It's a negative statement, and there is no relationship between independent and dependent variables. The symbol is denoted by "H₀".

Alternative Hypothesis

An alternative hypothesis, denoted by H₁ or H_a, challenges the null hypothesis and states that there is a relationship between the two variables of the study and that the results are significant to the research topic.

Associative and Causal Hypothesis

Associative hypothesis occurs when there is a change in one variable resulting in a change in the other variable. Whereas, the causal hypothesis proposes a cause and effect interaction between two or more variables.

RESEARCH FROM THE EVOLUTIONARY PERSPECTIVE

This perspective was founded in part by Charles Darwin and his theory of natural selection. His theories began to gain additional traction throughout the 19th and 20th centuries. In this way, other psychologists increased their own research of these ideals. The evolutionary perspective is related to the scientific understanding of evolution. It considers the way that different traits within any individual will change throughout different generations and eras. This perspective relates to the concept of natural selection and how it has changed many things about the way that the mind works. It is believed to relate to absolutely any human or humanoid as well as animals and organisms in history and modern day.

Basics of the Evolutionary Perspective

The evolutionary perspective considers many different traits which include memory, perception and language. In this perspective, however, it considers these traits as adaptations that have occurred within the human body over time. With the evolutionary perspective scientists look at the way a new trait will evolve in the average person. Evolution means natural selection and that means things that are good continue on while things that are not useful are pushed out. For example, traits of memory continue to evolve through each generation while other instincts are devolving. Natural selection gets rid of some of the traits that are no longer necessary while ensuring that important ones are pushed on in the future.

This perspective can be used with any type of organism as natural selection has been proven to affect all living organisms. Psychologists however, will consider the way that this perspective affects the general human population rather than other organisms or animals. The evolutionary perspective is based on the foundations of cognitive psychology as well as evolutionary biology. It considers genetics, ethology, anthropology, biology and other aspects of science as well. The combination of these forms resulted in the creation of the evolutionary perspective in the 19th century. According to the evolutionary perspective, the only reason that the human race continues to survive and continues to function in the best way possible is through natural selection. This is believed to be the way that the human race has come from the caveman era to the modern era as far as skills, traits and abilities.

Examples of the Evolutionary Perspective

Example 1:

Two boys are exactly the same age. The first boy lives in 12,000 B.C while the other lives in the year 2000. While they are the same age, 15, their roles are entirely different. The boy living in 12,000 B.C is a hunter for his tribe and for his family. His primary goals are survival and feeding himself. These traits take precedence over any others and he does not speak what would now be considered an intelligible language or worry about educating himself. His brain is not as developed as what is found in modern times.

The second boy, living in 2000 does not have these responsibilities. He is not a natural hunter and instead, his brain is made for holding important information and gathering more knowledge. He spends his time in school where he learns more and his brain concentrates on remembering the things that he is learning as he goes along.

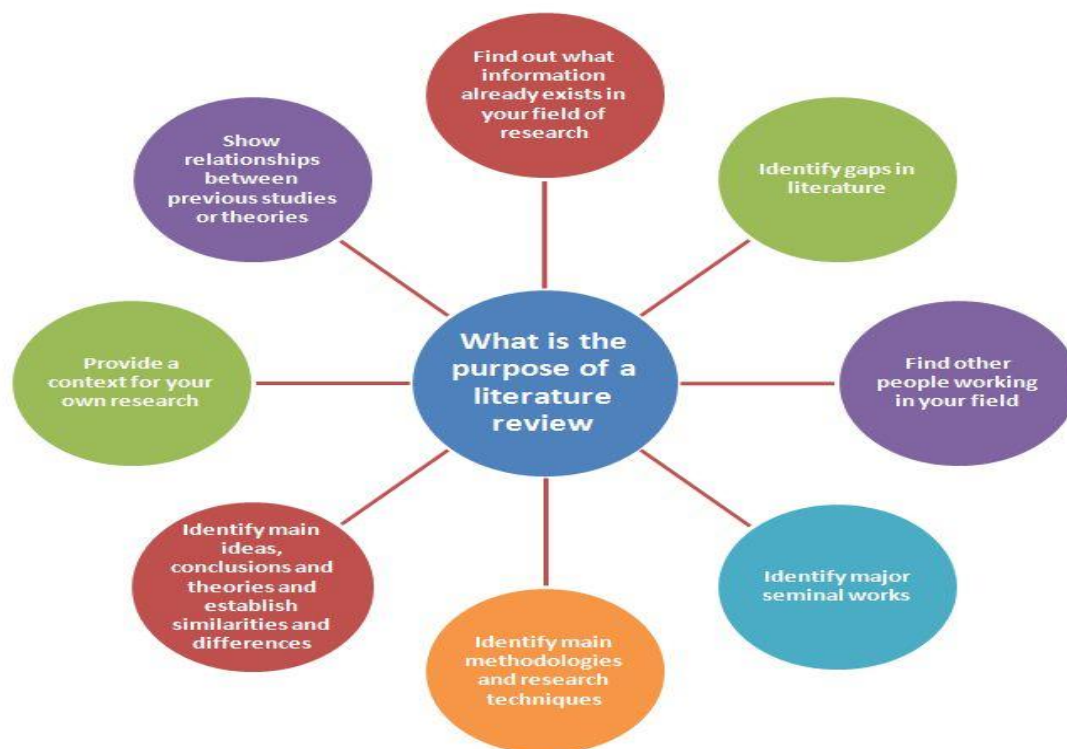
Example 2:

When Marcy walks into the science lab she sees one of her friends standing at a table. Her friend does not see her so she decides to walk up and startle them. She wants to make sure they don't hear her coming so she makes sure to walk very quietly and gets behind them before they realize she is there. She then reaches out and puts her hand on her friends back. The sudden action makes her friend jump and scream in surprise because she thought she was alone.

This is an example of evolutionary psychology as well because the instinct to jump and scream at a sudden change is just that, instinct. Marcy's friend never learned to be afraid when someone startles her; this is an instinctual reaction that everyone has. It was learned in ancient times because of the inherent dangers everywhere. This trait has aided in the survival of the human race and, as such, it has continued to be passed down through natural selection into modern times.

LITERATURE REVIEW

A literature review is a study or, more accurately, a survey involving scholarly material, with the aim to discuss published information about a specific topic or research question. Therefore, to write a literature review, it is compulsory that the person is a real expert in the object of study. The results and findings will be published and made available to the public, namely scientists working in the same area of research. The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report.



The role of a literature review in research:

- Provide foundation of knowledge on topic
- Identify areas of prior scholarship to prevent duplication and give credit to other researchers
- Identify inconsistencies: gaps in research, conflicts in previous studies, open questions left from other research
- Identify need for additional research (justifying research)
- Identify the relationship of works in context of its contribution to the topic and to other works

- Place own research within the context of existing literature making a case for why further study is needed.
- To ensure that the research is not just repeating what others have already done
- To develop own theoretical framework and methodology
- To provide an overview of the key findings and debates on the topic

To search effectively for the literature in research or field of enquiry, it is imperative that the researcher have at least some idea of the broad subject area and of the problem one wishes to investigate, in order to set parameters for the search. Next, compile a bibliography for this broad area. There are three sources that can be used to review:

- (a) Books;
- (b) Journals;
- (c) The Internet.