

BUSINESS RESEARCH METHODS

UNIT 5

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RESEARCH REPORT

A research report is a well-crafted document that outlines the processes, data, and findings of a systematic investigation. It is an important document that serves as a first-hand account of the research process, and it is typically considered an objective and accurate source of information. In many ways, a research report can be considered as a summary of the research process that clearly highlights findings, recommendations, and other important details. Reading a well-written research report should provide you with all the information you need about the core areas of the research process.

According to C. A. Brown, “A report is a communication from someone who has information to someone who wants to use that information.”

According to Goode and Hatt, “The preparation of report is the final stage of research, and its purpose is to convey to the interested persons the whole result of the study, in sufficient detail and so arranged as to enable each reader to comprehend the data and to determine for himself the validity of the conclusions.”

FEATURES OF A RESEARCH REPORT

- It is a detailed presentation of research processes and findings, and it usually includes tables and graphs.
- It is written in a formal language.
- A research report is usually written in the third person.
- It is informative and based on first-hand verifiable information.
- It is formally structured with headings, sections, and bullet points.
- It always includes recommendations for future actions.

TYPES OF RESEARCH REPORT

The research report is classified based on two things; nature of research and target audience.

Qualitative Research Report

This is the type of report written for qualitative research. It outlines the methods, processes, and findings of a qualitative method of systematic investigation. In educational research, a

qualitative research report provides an opportunity for one to apply his or her knowledge and develop skills in planning and executing qualitative research projects. A qualitative research report is usually descriptive in nature. Hence, in addition to presenting details of the research process, you must also create a descriptive narrative of the information.

Quantitative Research Report

A quantitative research report is a type of research report that is written for quantitative research. Quantitative research is a type of systematic investigation that pays attention to numerical or statistical values in a bid to find answers to research questions. In this type of research report, the researcher presents quantitative data to support the research process and findings. Unlike a qualitative research report that is mainly descriptive, a quantitative research report works with numbers; that is, it is numerical in nature.

Target Audience Report

Also, a research report can be said to be technical or popular based on the target audience. If you're dealing with a general audience, you would need to present a popular research report, and if you're dealing with a specialized audience, you would submit a technical report.

Technical Research Report

A technical research report is a detailed document that you present after carrying out industry-based research. This report is highly specialized because it provides information for a technical audience; that is, individuals with above-average knowledge in the field of study. In a technical research report, the researcher is expected to provide specific information about the research process, including statistical analyses and sampling methods. Also, the use of language is highly specialized and filled with jargon. Examples of technical research reports include legal and medical research reports.

Popular Research Report

A popular research report is one for a general audience; that is, for individuals who do not necessarily have any knowledge in the field of study. A popular research report aims to make information accessible to everyone. It is written in very simple language, which makes it easy to understand the findings and recommendations. Examples of popular research reports are the information contained in newspapers and magazines.

IMPORTANCE OF A RESEARCH REPORT

- **Knowledge Transfer:** As already stated above, one of the reasons for carrying out research is to contribute to the existing body of knowledge, and this is made possible

with a research report. A research report serves as a means to effectively communicate the findings of a systematic investigation to all and sundry.

- **Identification of Knowledge Gaps:** With a research report, you'd be able to identify knowledge gaps for further inquiry. A research report shows what has been done while hinting at other areas needing systematic investigation.
- **In market research,** a research report would help you understand the market needs and peculiarities at a glance. A research report allows you to present information in a precise and concise manner.
- **It is time-efficient and practical** because, in a research report, you do not have to spend time detailing the findings of your research work in person. You can easily send out the report via email and have stakeholders look at it.

CHAPTERIZATION

The entire research work will run into five chapters.

- The first one on Introduction brings out the importance of the study, and states its objectives and hypotheses. It also includes methodology and limitations.
- Chapter II will contain previous reviews, history of the Problems. A Quick look on subjective well-being will also be carried out in chapter II.
- Chapter III will be a methodological part of the study. Analysis and Discussions is to be done.
- Chapter IV Findings, Conclusions and Suggestions for further Research will be presented.
- Chapter V followed by Bibliography and References.

CONTENTS OF RESEARCH REPORT

Preliminary Part

The preliminary part may have seven major components cover, title, preface, and acknowledgement, table of contents, list of tables, and list of graphs. Long reports presented in book form have a cover made up of a card sheet. The cover contains title of the research report, the authority to whom the report is submitted, name of the author, etc. The preface introduces the report to the readers. It gives a very brief introduction of the report. In the acknowledgements author mention names of persons and organisations that have extended co-

operation and helped in the various stages of research. Table of contents is essential. It gives the title and page number of each chapter.

Introduction of the Report

The introduction of the research report should clearly and logically bring out the background of the problem addressed in the research. The purpose of the introduction is to introduce the research project to the readers. A clear statement of the problem with specific questions to be answered is presented in the introduction. It contains a brief outline of the chapters.

Review of Literature

The third section reviews the important literature related to the study. A comprehensive review of the research literature referred to must be made. Previous research studies and the important writings in the area under study should be reviewed. Review of literature is helpful to provide a background for the development of the present study. The researcher may review concerned books, articles published in edited books, journals and periodicals. Researcher may also take review of articles published in leading newspapers. A researcher should study working papers/discussion papers/study reports. It is essential for a broad conclusion and indications for further research.

The Research Methodology

Research methodology is an integral part of the research. It should clearly indicate the universe and the selection of samples, techniques of data collection, analysis and interpretation, statistical techniques, etc.

Results

Results contain pilot study, processing of data, hypothesis/model testing, data analysis and interpretation, tables and figures, etc. This is the heart of the research report. If a pilot study is planned to be used, its purpose should be given in the research methodology. The collected data and the information should be edited, coded, tabulated and analysed with a view to arriving at a valid and authentic conclusion. Tables and figures are used to clarify the significant relationship. The results obtained through tables, graphs should be critically interpreted.

Concluding Remarks

The concluding remarks should discuss the results obtained in the earlier sections, as well as their usefulness and implications. It contains findings, conclusions, shortcomings, suggestions to the problem and direction for future research. Findings are statements of factual information based upon the data analysis. Conclusions must clearly explain whether the hypothesis have been established and rejected. This part requires great expertise and preciseness. A report should also refer to the limitations of the applicability of the research inferences. It is essential

to suggest the theoretical, practical and policy implications of the research. The suggestions should be supported by scientific and logical arguments. The future direction of research based on the work completed should also be outlined.

Bibliography

The bibliography is an alphabetic list of books, journal articles, reports, etc, published or unpublished, read, referred to, examined by the researcher in preparing the report. The bibliography should follow standard formats for books, journal articles, and research reports. The end of the research report may consist of appendices, listed in respect of all technical data. Appendices are for the purpose of providing detailed data or information that would be too cumbersome within the main body of the research report.

SIGNIFICANCE OF REPORT WRITING

- Report writing is an important communication medium in organisations. The most crucial findings might have come out through a research report. Report is common to academics and managers also. Reports are used for comprehensive and application oriented learning in academics. In organisations, reports are used for the basis of decision making. The importance of report writing can be discussed as under.
- Through research reports, a manager or an executive can quickly get an idea of a current scenario which improves his information base for making sound decisions affecting future operations of the company or enterprise. The research report acts as a means of communication of various research findings to the interested parties, organisations and general public.
- Good report writing play, a significant role of conveying unknown facts about the phenomenon to the concerned parties. This may provide new insights and new opportunities to the people. Research report plays a key role in making effective decisions in marketing, production, banking, materials, human resource development and government also. Good report writing is used for economic planning and optimum utilisation of resources for the development of a nation.
- Report writing facilitates the validation of generalisation. A research report is an end product of research. As earlier said that report writing provides useful information in arriving at rational decisions that may reform the business and society. The findings, conclusions, suggestions and recommendations are useful to academicians, scholars

and policymakers. Report writing provides reference material for further research in the same or similar areas of research to the concerned parties.

- While preparing a research report, a researcher should take some proper precautions. Report writing should be simple, lucid and systematic. Report writing should be written speedily without interrupting the continuity of thought. The report writing should sustain the interest of readers.

STEPS IN WRITING RESEARCH REPORT

Report writing is a time consuming and expensive exercise. Therefore, reports have to be very sharply focused in purpose content and readership. There is no single universally acceptable method of writing a research report. Following are the general steps in writing a research report:

- Analysis of the subject matter
- Research outline
- Preparation of rough draft
- Rewriting and polishing
- Writing the final draft

Analysis of the subject matter

This is the first and important step in writing a research report. It is concerned with the development of a subject. Subject matter should be written in a clear, logical and concise manner. The style adopted should be open, straightforward and dignified and folk style language should be avoided. The data, the reliability and validity of the results of the statistical analysis should be in the form of tables, figures and equations. All redundancy in the data or results presented should be eliminated.

Research outline

The research outline is an organisational framework prepared by the researcher well in advance. It is an aid to logical organisation of material and a reminder of the points to be stressed in the report. In the process of writing, if need be, outline may be revised accordingly. Time and place of the study, scope and limitations of the study, study design, summary of pilot study, methods of data collection, analysis interpretation, etc., may be included in a research outline.

Preparation of rough draft

Having prepared the primary and secondary data, the researcher has to prepare a rough draft. While preparing the rough draft, the researcher should keep the objectives of the research in

mind, and focus on one objective at a time. The researcher should make a checklist of the important points that are necessary to be covered in the manuscript. A researcher should use dictionary and relevant reference materials as and when required.

Rewriting and polishing

This is an important step in writing a research report. It takes more time than a rough draft. While rewriting and polishing, a researcher should check the report for weakness in logical development or presentation. He should take breaks in between rewriting and polishing since this gives the time to incubate the ideas.

Writing the final draft

The last and important step is writing the final draft. The language of the report should be simple, employing appropriate words and expressions and should avoid vague expressions such as 'it seems' and 'there may be' etc. It should not use personal pronouns, such as I, We, My, Us, etc and should substitute these by such expressions as a researcher, investigator, etc. Before the final drafting of the report, it is advisable that the researcher should prepare a first draft for critical considerations and possible improvements. It will be helpful in writing the final draft.

PRECAUTIONS FOR WRITING RESEARCH REPORTS

A research report is a means of conveying the research study to a specific target audience. The following precautions should be taken while preparing a research report:

- It should be long enough to cover the subject and short enough to preserve interest.
- It should not be dull and complicated.
- It should be simple, without the usage of abstract terms and technical jargons.
- It should offer ready availability of findings with the help of charts, tables and graphs, as readers prefer quick knowledge of main findings.
- The layout of the report should be in accordance with the objectives of the research study.
- There should be no grammatical errors and writing should adhere to the techniques of report writing in case of quotations, footnotes and documentations.
- It should be original, intellectual and contribute to the solution of a problem or add knowledge to the concerned field.
- Appendices should be listed with respect to all the technical data in the report.
- It should be attractive, neat and clean, whether handwritten or typed.

- The report writer should refrain from confusing the possessive form of the word ‘it’ is with ‘it’s.’ The accurate possessive form of ‘it is’ is ‘its.’ The use of ‘it’s’ is the contractive form of ‘it is.
- A report should not have contractions. Examples are ‘didn’t’ or ‘it’s.’ In report writing, it is best to use the non-contractive form. Therefore, the examples would be replaced by ‘did not’ and ‘it is.’ Using ‘Figure’ instead of ‘Fig.’ and ‘Table’ instead of ‘Tab.’ will spare the reader of having to translate the abbreviations, while reading. If abbreviations are used, use them consistently throughout the report. For example, do not switch among ‘versus,’ and ‘vs’.
- It is advisable to avoid using the word ‘very’ and other such words that try to embellish a description. They do not add any extra meaning and, therefore, should be dropped. Repetition hampers lucidity. Report writers must avoid repeating the same word more than once within a sentence.
- When you use the word ‘this’ or ‘these’ make sure you indicate to what you are referring. This reduces the ambiguity in your writing and helps to tie sentences together.
- Do not use the word ‘they’ to refer to a singular person. You can either rewrite the sentence to avoid needing such a reference or use the singular ‘he or she.’

QUALITIES OF GOOD REPORT

Report writing is a highly skilled job. It is a process of analysing, understanding and consolidating the findings and projecting a meaningful view of the phenomenon studied. A good report writing is essential for effective communication.

Following are the essential qualities of good report:

- A research report is essentially a scientific documentation. It should have a suggestive title, headings and sub-headings, paragraphs arranged in a logical sequence.
- Good research report should include everything that is relevant and exclude everything that is irrelevant. It means that it should contain the facts rather than opinion.
- The language of the report should be simple and unambiguous. It means that it should be free from biases of the researchers derived from the past experience. Confusion, pretentiousness and pomposity should be carefully guarded against. It means that the language of the report should be simple, employing appropriate words, idioms and expressions.

- The report must be free from grammatical mistakes. It must be grammatically accurate. Faulty construction of sentences makes the meaning of the narrative obscure and ambiguous.
- The report has to take into consideration two facts. Firstly, for whom the report is meant and secondly, what is his level of knowledge. The report has to look to the subject matter of the report and the fact as to the level of knowledge of the person for whom it is meant. Because all reports are not meant for research scholars.

EXECUTIVE SUMMARY

An executive summary is the first section of a business plan or proposal that provides a brief overview of the document and contains its main points. In other words, it is a condensed version of a complete business plan or proposal. It is primarily used in the business world, but its application in academia is also possible.

Importance of an Executive Summary

The primary goals of the executive summary are to provide a condensed version of the main document, such as a business plan, and to grab the attention of the reader(s). Since the readers of the business plans and reports (investors, lenders, and C-level executives) generally do not have time to read all the lengthy documents they receive, a well-written summary can help you to grab their attention and subsequently achieve your business goals. As the executive summary is the initial representation of the complete document, it should cover the main parts of a plan or proposal and indicate the points that are elaborated on in the final document.

TITLE OF THE REPORT

The title summarizes the main idea or ideas of study. A good title contains the fewest possible words needed to adequately describe the content and/or purpose of research. The “title” should be descriptive, direct, accurate, appropriate, interesting, concise, precise, unique, and should not be misleading.

Characteristics of a Good Research Title

According to rhetoric scholars Hairston and Keene, making a good title for a paper involves ensuring that the title of the research accomplishes four goals as mentioned below:

- It should predict the content of the research paper.
- It should be interesting to the reader.
- It should reflect the tone of the writing.

- It should contain important keywords that will make it easier to be located during a keyword search.

REPORT WRITING FORMAT

Following are the parts of a report format that is most common.

- Executive summary – highlights of the main report
- Table of Contents – index page
- Introduction – origin, essentials of the main subject
- Body – main report
- Conclusion – inferences, measures taken, projections
- Reference – sources of information
- Appendix

Executive Summary

You summarize the main points of the report, such as the report topic, the data obtained, the data analysis methods, and recommendations based on the data. The summary could be as short as a paragraph or as long as five pages, depending on the length of the full report. Usually, the recipient of the report doesn't always have the time to read through the entire report. This summary gives the reader a gist of the important points. Remember that although attached as the first page, this summary is always putting a perspective for the entire report, meaning that effort-wise, the writer always needs to include it at the end.

Most importantly, the summary should contain:

- the purpose of the report
- what you did (analysis) and what you found (results)
- recommendations; these recommendations should be short

Table of Contents

The report should begin with a table of contents. This explains the audience, author, and basic purpose of the attached report. It should be short and to the point.

Introduction

This section is the beginning of your report. It highlights the major topics that are covered and provides background information on why the data in the report was collected. It also contains a top view of what's covered in the report.

Body

The body of the report describes the problem, the data that was collected, sometimes in the form of table or charts, and discusses with reasons. The body is usually broken into subsections, with subheadings that highlight the further breakdown of a point. Report writing format is very specific that way about clear and crisp headings and subheadings. This just structures out readers clarity in understanding and further enhances the logical flow that can get hard to follow. Since a report has no personal bias or opinions, you can imagine that reading through a report can be a bit boring and people may find it hard to follow through. In such a case, it's always best to create pointers and lay out the points in short and simple methods.

Conclusion

At the end of our main body lies the tying of ends together in the much-awaited conclusion. The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn. The conclusion often suggests how to use the data to improve some aspect of the business or recommends additional research. This solution then may be implemented to solve a given problem the report was made for in the first place.

Reference

If you used other sources of information to help write your report, such as a government database, you would include that in the references. The references section lists the resources used to research or collect the data for the report. References provide proof for your points. Also, this provides solid reasoning for the readers so that they can review the original data sources themselves. Also, credit must be given where credit is due.

Appendix

Lastly, comes the appendix. Although this one is not necessary, more like an optional element. This may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion.

ROLE OF RESEARCH FOR AUDIENCE

1. Readability:

Readability refers to how easy it is to read and understand a text, depending on its unique features. This can be measured using metrics such as the number of syllables in a sentence or variety of words used to calculate a 'level' and/or a readability score. Readability is the ease with which a reader can understand a written text. In natural language, the readability of text depends on its content (the complexity of its vocabulary and syntax) and its presentation (such

as typographic aspects that affect legibility, like font size, line height, character spacing, and line length).

2. Comprehension:

Comprehension is the understanding and interpretation of what is read. To be able to accurately understand written material, children need to be able to

- (1) Decode what they read;
- (2) Make connections between what they read and what they already know; and
- (3) Think deeply about what they have read.

Comprehension is an essential skill that involves being able to make sense of a passage quickly and accurately, both retaining and applying the information it contains. Comprehension is a fundamental skill often tested as part of Verbal Ability in competitive examinations.

3. Tone:

Tone in writing is the attitude your words employ. Just like tone of voice, tone in writing gives much more context beyond the words used. It can reveal intention or conceal it. If, for example, your boss sent you a Slack message that said, “Do you have a minute to talk?” you might think, “Oh no, what’s wrong?” If she rephrased it as, “Got time to chat real quickly?” you might be less alarmed. There isn’t a negative force lurking in the background. That contrast is because of tone.

And while the emotional response you take away from a message may not necessarily be the intention of the sender, it still exists, and people will seek it out when reading. “If the reader doesn’t respond the way you want them to,” says Lara, “you don’t have a reader.”

FINAL PROOF

The proofing stage is the stage after the research has been completed and accepted but before it is published. It is more or less last chance to ensure that all the important details of research are correct. At the proofing stage, the author is responsible for ensuring that the final proofs are error-free.

RESEARCH ETHICS

- Ethics are the set of rules that govern our expectations of our own and others’ behaviour.
- Research ethics are the set of ethical guidelines that guides us on how scientific research should be conducted and disseminated.

- Research ethics govern the standards of conduct for scientific researchers It is the guideline for responsibly conducting the research.
- Research that implicates human subjects or contributors rears distinctive and multifaceted ethical, legitimate, communal and administrative concerns.
- Research ethics is unambiguously concerned in the examination of ethical issues that are upraised when individuals are involved as participants in the study.
- Research ethics committee/Institutional Review Board (IRB) reviews whether the research is ethical enough or not to protect the rights, dignity and welfare of the respondents.

Ethical Principles of Research



The general principles of research ethics are:

1. Honesty	Being honest with the beneficiaries and respondents. Being honest about the findings and methodology of the research. Being honest with other direct and indirect stakeholders.
Integrity	Ensuring honesty and sincerity. Fulfilling agreements and promises. Do not create false expectations or make false promises.
Objectivity	Avoiding bias in experimental design, data analysis, data interpretation, peer review, and other aspects of research.

Informed consent	<ul style="list-style-type: none"> • Informed consent means that a person knowingly, voluntarily and intelligently gives consent to participate in a research. • Informed consent is related to the autonomous right of the individual to participate in the research. • Informing the participant about the research objective, their role, benefits/harms (if any) etc.
Respect for person/respondent	<ul style="list-style-type: none"> • Autonomy, which requires that those who are capable of deliberation about their personal goals should be treated with respect for their capacity for self-determination; and • Protection of persons with impaired or diminished autonomy, which requires that those who are dependent or vulnerable be afforded security against harm or abuse.
Beneficence	Maximize the benefits of the participants. Ethical obligation to maximize possible benefits and to minimize possible harms to the respondents.
Non-maleficence/ Protecting the subjects (human)	Do no harm. Minimize harm/s or risks to the human. Ensure privacy, autonomy and dignity.
Responsible publication	Responsibly publishing to promote and uptake research or knowledge. No duplicate publication.
Protecting anonymity	It means keeping the participant anonymous. It involves not revealing the name, caste or any other information about the participants that may reveal his/her identity.
Confidentiality	<ul style="list-style-type: none"> • Introduction and objective of the research • Purpose of the discussion • Procedure of the research • Anticipated advantages, benefits/harm from the research (if any) • Use of research • Their role in research • Right to refuse or withdraw

	<ul style="list-style-type: none"> • Methods which will be used to protect anonymity and confidentiality of the participant • Freedom to not answer any question/withdraw from the research • Who to contact if the participant needs additional information about the research.
Non-discrimination	Avoid discrimination on the basis of age, sex, race, ethnicity or other factors that are violation of human rights and are not related to the study.
Openness	Be open to sharing results, data and other resources. Also accept encouraging comments and constructive feedback.
Carefulness and respect for intellectual property	<ul style="list-style-type: none"> • Be careful about the possible error and biases. • Give credit to the intellectual property of others. Always paraphrase while referring to others article, writing. Never plagiarize.
Justice	The obligation to distribute benefits and burdens fairly, to treat equals equally, and to give reasons for differential treatment based on widely accepted criteria for just ways to distribute benefits and burdens.

PLAGIARISM

Plagiarism presenting others' work without adequate acknowledgement of its source, as though it were one's own. Plagiarism is a form of fraud. We all stand on the shoulders of others, and we must give credit to the creators of the works that we incorporate into products that we call our own. Plagiarism is presenting someone else's work or ideas as your own, with or without their consent, by incorporating it into your work without full acknowledgement. All published and unpublished material, whether in manuscript, printed or electronic form, is covered under this definition. Plagiarism may be intentional or reckless, or unintentional. Under the regulations for examinations, intentional or reckless plagiarism is a disciplinary offence.

Some examples of plagiarism:

- a sequence of words incorporated without quotation marks
- an unacknowledged passage paraphrased from another's work

- the use of ideas, sound recordings, computer data or images created by others as though it were one's own"

Types of plagiarism:

Complete Plagiarism: Essentially copying the entirety of someone's work and labelling it as your own. This is the most serious type of plagiarism! "It is equivalent to intellectual theft and stealing."

Source-based Plagiarism: Sometimes plagiarism happens because of a source. Here are a few examples of source-based plagiarism.

- Misleading citation - When someone cites a source that is wrong or doesn't exist.
- Misdirecting citation - When someone fails to cite a source's source, only citing the first source; or uses a child citation of a parent citation and only cites the parent citation.
- Data fabrication - When someone creates false data and research.
- Data falsification - When someone deliberately changes or omits data to get the results they want.

Direct Plagiarism: Essentially copying a section of someone's work and pasting it into your own. It is like complete plagiarism except it is only a section rather than the whole thing.

Self or Auto Plagiarism: When you use a portion of work you previously created in another project and don't cite yourself.

Paraphrasing plagiarism: Basically rewriting someone's sentence(s) as your own, maybe making some minor word and grammatical changes. Just because the words are different doesn't mean the idea changed. This is one of the most common types of plagiarism!

Inaccurate Authorship / Misleading Attribution: This can happen on group-developed content, either when someone does the work but gets no credit OR when someone does not do the work and gets credit.

Mosaic Plagiarism: This "may be more difficult to detect because it interlays someone else's phrases or text within its own research. It is also known as patchwork plagiarism and it is intentional and dishonest."

Accidental Plagiarism: This can happen a lot. People may be plagiarizing without recognizing it and sometimes face the same consequences as the people who do recognize they are plagiarizing. Usually accidental plagiarism happens unintentionally or as neglect or a mistake.

REFERENCING

Put simply, referencing is acknowledging the source of information or ideas you have employed in your writing.

- Somebody else's words or ideas from a magazine, book, newspaper, song, TV program, movie, Web page, computer program, letter, advertisement, or any other medium.
- Information gained through interviewing another person.
- Exact words or a "unique phrase" from somewhere.
- Diagrams, illustrations, charts, and pictures.
- Ideas that others have given you in conversations or over email.

NEED TO REFERENCE

There are many reasons why referencing is important, go to the Home page and check out the viewpoints given in the short videos or check out the ideas listed below.

- To distinguish your own ideas from those of someone else.
- To cite different points of view.
- To validate what you are writing, by referring to documented evidence.
- Published work for instance can be used to support your argument and add credibility to your writing.
- To inform readers of the scope and depth of your reading.
- To integrate information by assessing, comparing, contrasting or evaluating it, to show understanding.
- To emphasise a position that you agree or disagree with.
- To refer to other research that leads up to your study.
- To highlight a pertinent point by quoting the original.
- To enable readers to consult the original source independently.
- For instance the interpretation you give may be different from the one intended.
- You must acknowledge the source of any information to avoid plagiarism.

Essentials of Referencing

Essential components Referencing means indicating which information or ideas are derived from an 'outside' source and providing details about that source. Thus, there are usually two parts to any reference:

- An indicator within the text which points out that material has been drawn from elsewhere (often called an IN-TEXT reference).
- Detailed information about the source(s) at the bottom of the page (often called footnotes) OR at the end of the paper (often called END-OF-TEXT or BIBLIOGRAPHIC referencing)

Some commonly used examples of Author-date systems are APA (American Psychological Association), Harvard and MLA (Modern Language Association). The following is an example of Harvard style.

SUBJECTIVITY AND OBJECTIVITY IN RESEARCH

Subjectivity is judgment based on individual personal impressions and feelings and opinions rather than external facts. This can be considered mind-dependent, because one is not using a fact, they are using their personal opinion. (“Proof that Reality is Mind-Independent”). For example, if your favourite colour is blue, then you are more likely to buy a blue sweater versus a purple sweater. Subjective knowledge is refers to the individual’s perception, his values, feelings, desires, belief, opinion perspectives and preferences. Subjectivity focuses on things as subjects, relying on feelings and emotions to define the nature, intent, content & purpose. Subjective evaluation emphasize on one’s own attitude/ opinion. It can be unduly egocentric or dominating. So it’s a mind- dependent analyses. It may create an illusion or imagination.

Objectivity is completely opposite to subjectivity. Objectively refers to the ability to judge logically without bias or external influence, Inquiry for truth- Philosophical. Based on facts Real Thought, Devoid from feeling or emotions, Free from preconceived notion or situation. Objectivity is not influenced by an individual previous experience, preferences or taste. So objectivity presupposes an independent reality that exist independent of interpretation of the observer. It can be grasped through systematic observation or experimentation. Objectivity exist independent of mind. Objectivity is personal neutrality; it allows the facts to speak for themselves and not be influenced by the personal values and biases of the researcher. It can also be interpreted as mind-independent, because it is information that is not being altered based on an opinion. (“Proof that Reality is Mind-Independent”). For example, when looking at a painting, a person would use objectivity to describe the texture, colour, and form. These are all facts that are common and cannot be changed.

Objectivity exists in some ways, and also does not exist in others. When doing a social research experiment, it is good to have unbiased results because it will create a more accurate study. However, most of the time this is impossible to do because every person has some kind of subjectivity in them based on their life experiences and opinions. So, in order to research a topic, social researches turn to experiments, surveys, participant observations, and the use of existing sources as guides in research methods. By having a variety of ways to get results, social researches can use these methods to draw conclusions on a certain topic.

Key Differences Between Objective and Subjective

Given below is a tabulated difference between objective and subjective. Candidates can refer to these points of difference to understand the terms better:

Objective	Subjective
Objective means making an unbiased, balanced observation based on facts which can be verified.	Subjective means making assumptions, making interpretations based on personal opinions without any verifiable facts.
Objective observations or assessments can be used before arriving at any decisions.	Subjective observations or information should not be used while taking any important decisions.
Objective information can be found in Scientific journals, research papers, textbooks, news reporting, encyclopedias etc.	Subjective observations can be found in biographies, blogs, editorials of newspapers etc.
An Objective observation or assessment is made after necessary information is verified	A Subjective assessment is made without verifying the necessary information.
An objective statement is provable and can be easily measured	A subjective statement is relative to the person in concern
This is a method of stating or storytelling the truth in a systematic manner from all perspectives	Any subjective information is derived from the opinion, or interpretation of a character and may depend on personal beliefs