

# QUALITATIVE RESEARCH IN SOCIAL SCIENCES

A comprehensive book on for strengthening Social Science research, by focussing on various dimensions of research methodology in social sciences covering key research concepts and tools like hypotheses in research, variables, measurement, inference, qualitative social science research methods, sampling, survey research design, experimental and quasi-experimental research design, scales and indexes, data analysis and program evaluation and policy analysis. This book would be of immensely useful for all those involved in social science research in Research Institutes, Agricultural Universities and other Developmental Organizations. Also this book would serve as ready reckoner for useful to the Scientists, Policy makers, Students and other Stakeholders' engaged in social science research and rural development.

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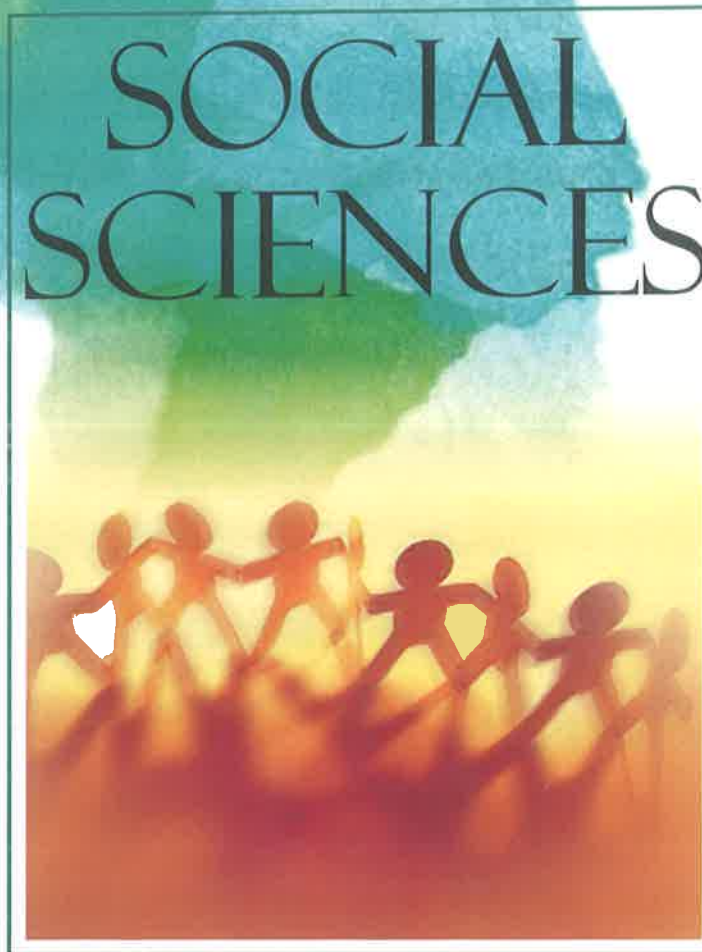
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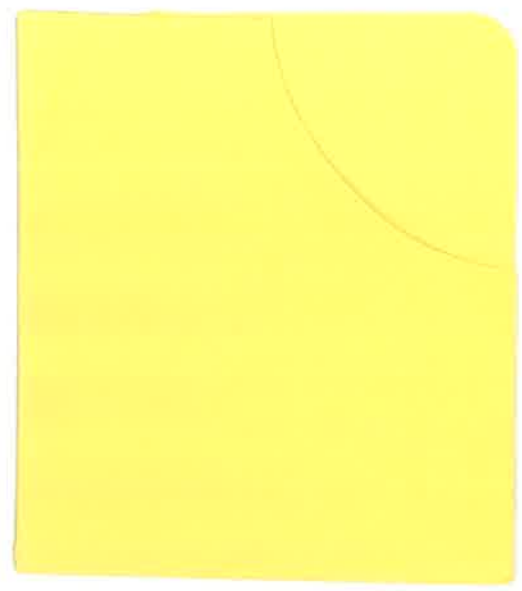
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## Preface

Globally, it is recognized that there is constant transformation in agriculture and rural development due to emerging challenges in terms of biotic and abiotic stress as well as emerging market driven opportunities. In this context, the role of social science and extension research is gaining considerable importance to give impetus to technology and institutional led innovations. There is a need to go beyond *ex-post facto* research studies and need to undertake more systematic and analytical studies covering wide range of socio-economic and environmental issues, macro and micro level studies so as to draw more dynamic perspectives so as to enable designing need-based extension policies.

There is a need for paradigm shift in quality of conducting social science research incorporating robust research methodologies for capturing pathways in the areas like diffusion, adoption and communication studies also engage in multi-faceted cross thematic and sectoral areas in the context of globalization, technological innovations, changing agrarian structure and functions including feminization of agriculture, climate change, sustainability and scarcity of natural resources.

Still there is substantial scope to involve appropriate social science research methodological tools in agricultural extension research. National agricultural research leaders need to be sensitized to create a conducive environment for higher order research in the discipline of agricultural extension by building capacity of extension researchers, especially in research methodology.

In order to strengthen social science research, an effort has been made to bring out comprehensive book on "*Qualitative Research in Social Sciences*." by focussing on various dimensions of research methodology in social sciences covering key research concepts and tools like hypotheses in research, variables, measurement, inference, qualitative social science research methods, sampling, survey research design, experimental and quasi-experimental research design, scales and indexes, data analysis and program evaluation and policy analysis. We are sure this book would be of immensely useful for strengthening social science research carried out by Research Institutes, Agricultural Universities and other Developmental Organizations. Also, this book would serve as ready reckoner for useful to the Scientists, Policy-makers, Students and other Stakeholders' engaged in social science research and rural development.

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