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METHODOLOGY OF SCIENTIFIC RESEARCHES: FEATURES OF RESEARCH ORGANIZATION USING THE INTERNET

In the article some features of realization of modern scientific researches are considered with the use of possibilities of the Internet: governed and ethic requirements of ICC/ESOMAR to realization of scientific researches with the use of the Internet; methodology of research of users is the Internet; the model of organization and realization of scientific researches is presented at the use of the Internet, synthesized by an author.

In the XXI century development and expansion of possibilities of the Internet in an economy is one of basic factors of increase in effectiveness of enterprises' economic activity. The scale of the use of the Internet possibilities in economy, science, culture and other spheres of human activity allows widely using of possibility of Network in scientific researches.

All researches that are conducted in the Internet must meet standards and spirit of the International Code of ICC/ESOMAR practice, and also to other corresponding laws – both international and national.

In the article some methods of research of the Internet users are recommended: questionnaire of visitors of web server; questioning with the improved index of return; canvassing in Netnews.

In the article the model of organization and realization of scientific researches is presented at the use of the Internet, worked out by the author. A model supposes 4 stages of research.

First stage. Determination of research aims. Development of working hypothesis. Determination of aims must be conducted on the basis of all-round analysis of the investigated problem. Simultaneously with

determination of research aims the system of criteria on that it is possible to estimate the degree of achievement of the put aims is developed. Formulation of research aims and establishment of the system of criteria of their achievement give an opportunity to work out the working hypothesis of research. Completed working as of the first stage formulation of research conception.

Second stage. Development of working tool, choice of research methods. A working tool is totality of methodologies and facilities of collection, methods of treatment and analysis of information for verification of working hypothesis of research.

Third stage. Collection of information, realization of special researches. The process of empiric data receipt usually includes primary researches (new capture of data) and secondary researches (use of already present material).

Fourth stage. Analysis and treatment of the collected information. Basic maintenance of works at this stage consists in extraction from the collected data of the most essential information and results. It is also necessary to eliminate unreliable, inexact and distorted information.

Fifth stage. Presentation of the obtained results, development of recommendations on making decision. Conclusions must directly follow the results of research and be argued. They must not be a volume; not include descriptive and second-rate material.

Feature and dignity of the presented model is the use of the Internet possibilities at all stages of research. Other feature and also dignity of model is the use of feedbacks.