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Though claims are made about the nature of social research, in reality, some form of social action, usually the status quo and usually by research and social action are seen as entailing human activity within a particular social system. Social research is also a form of social action that may not always lead directly to social action. The social and repressive social action entailed by the status quo is evident from the deeds of investors and multinational corporations over the world. Studies have shown that the practices of multinational corporations operating in World markets and over-pricing their market potential and making it acceptable to the consumer is socially existent.1

Apart from feeding one another, the feature between traditional research and social action is the social action. Both of them are significant.

1Charles Medawar, *Insult or Injury: Advertising of British Food and Drug* (Delhi: Indian Social Institute, 1981),