

Research Methodology

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Research at a Glance

- Three basic steps
 1. Pose a question
 2. Collect data to answer the question
 3. Present an answer to the question



Identifying a Research Problem

- Some issue or problem that needs to be solved
- You will state the problem in the introductory section of your paper and state the rationale for their importance
- Start thinking about the problem now



2. Literature review

- Who has studied the problem before?
 - What do they think?
- Literature Review sources:
 - locating, summaries
 - books, and
 - journals and indexed publications on a topic
- Lit Review writing:
 - Selectively choosing which literature to include in your review, and then summarizing the literature in writing



3. Specifying a purpose for research

- Identify the major purpose or objective for the study
- What do you intend to do with the findings?



4. Collect the data

- Identifying and selecting individuals for study
- Obtaining permission
- Gathering information by asking questions or observing behaviour



5. Analysing and interpreting data

- Drawing conclusions
- Representing information in tables, figures and pictures, and
- Explaining the findings



6. Reporting and evaluating

- Decide on the audience
- Structuring the report
- Presenting the report, and
- Submitting to standards of evaluating



Quantitative and Qualitative approaches

- Quantitative – conversion of observation into data for the purpose of analysis from a neutral objective perspective
- Qualitative – description and interpretation of observations from a biased, «subjective» perspective



Quantitative Research Methodology

- Based on a social science application of the scientific method
- Has a «**modernist**» philosophical foundation
- «Just as atoms and molecules (are) subject to predictable laws and axioms...» so also is human behavior, and
- Believers in an objective, understandable reality



Quantitative Research Emphasis

- Emphasis on collecting and analyzing information in the form of numbers
- Emphasis on collecting scores that measure distinct attributes of individuals and organisations, and
- Emphasis on procedures of comparing groups or relating factors



Quantitative Research Assumptions

- Assumptions
- The future can be predicted by the past
 - That people are a reflection of the natural world, and
 - That behaviour is «normally distributed»



Qualitative Research Recognition

- Recognition that researches need to «listen» to the views of participants
- Recognition that we need to ask general, open questions, and ask questions where people «live», and
- Recognition that researches have a bias – and that there is no such thing as objectivity



Qualitative Research Assumptions

- Assumptions
- Life is not neat and orderly
 - There is no such thing as objectivity
 - Knowledge is socially constructed



The End

