





RESEARCH PROCESS

- 
- Research process consists of many small steps but the overall process can be divided into 4 major steps as follows
 - Conceptual phase
 - Design phase
 - Implementation phase
 - Interpretation phase




Conceptual phase

- Problem identification
 - Formulating problem statement and purpose
 - Placing problem in a conceptual/theoretical context
 - Review of literature
 - Specifying assumptions and limitations
 - Formulating objectives, questions and hypothesis
 - Defining terms
 - Ethical considerations
- 




Design phase

- Selecting a quantitative or qualitative design
 - Identifying a data collection method
 - Selecting a sampling plan
 - Conducting a pilot study
- 




Implementation phase

- Developing a time table
 - Developing a budget and seeking funds
 - Recruiting and retaining subjects
 - Collecting data
- 



Interpretation phase

- Analyze the data
 - Interpret and evaluate the findings
 - Communicate the findings
 - Using research findings
- 




Quantitative research process

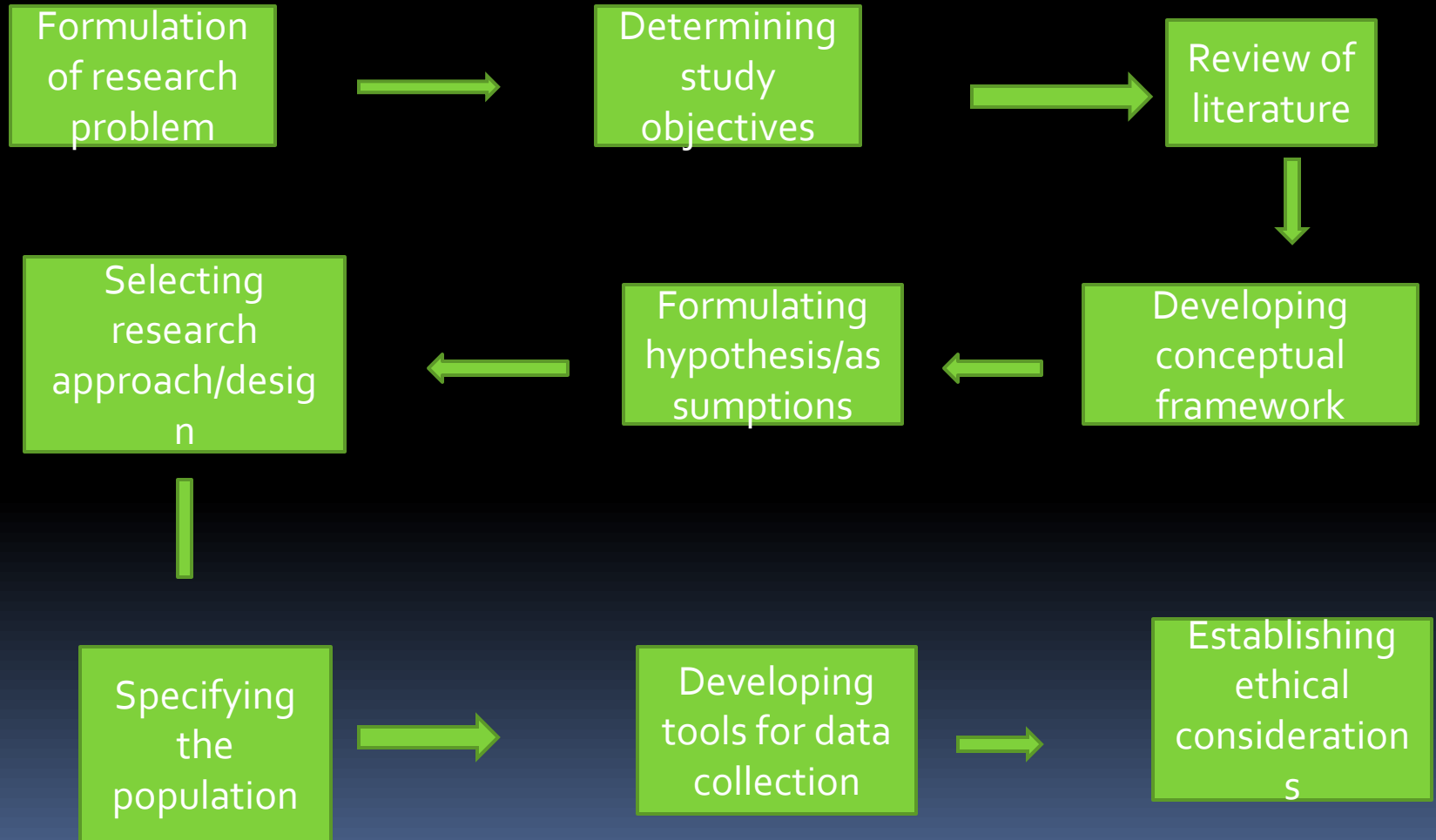
- Formulation of research problem
- Determining study objectives
- Review of literature
- Developing conceptual framework
- Formulating hypothesis/assumptions
- Selecting research approach/design
- Specifying the population
- Developing tools for data collection
- Establishing ethical consideration



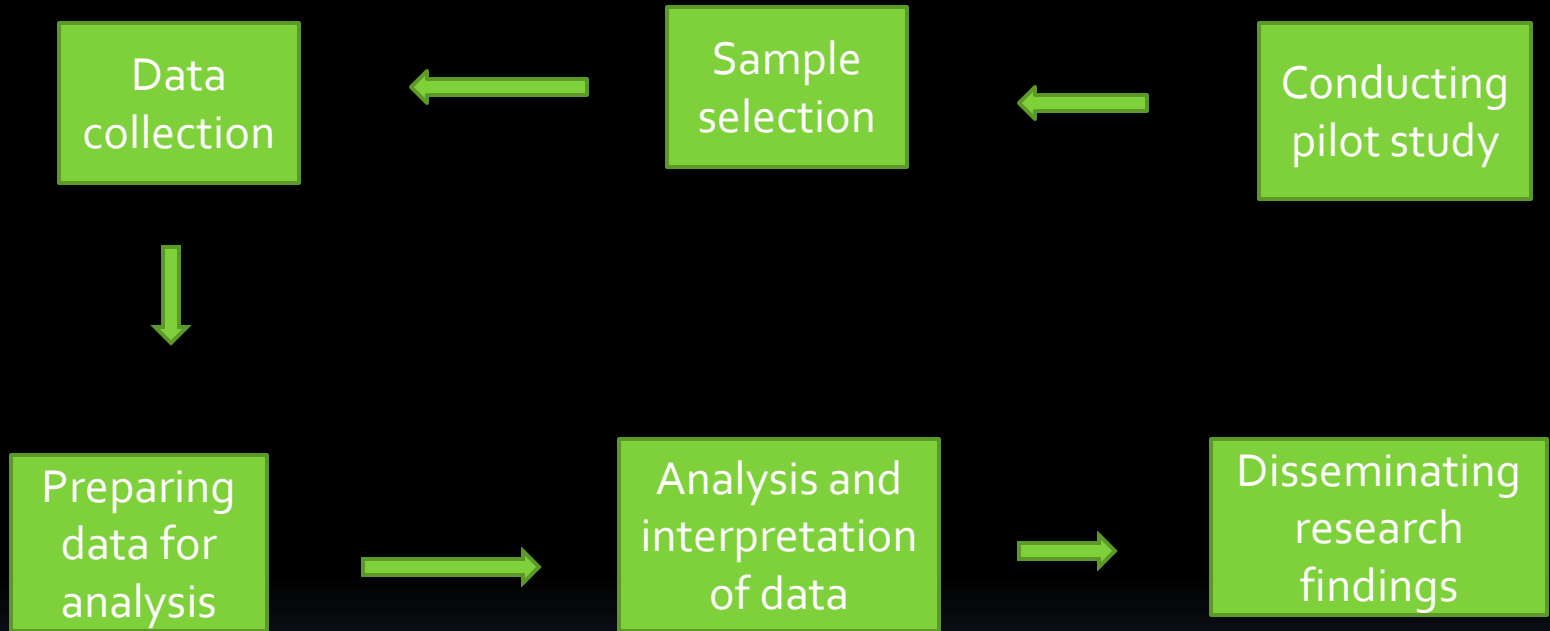
Quantitative research process

- Conducting pilot study
 - Sample selection
 - Data collection
 - Preparing data for analysis
 - Analysis and interpretation of data
 - Disseminating research findings
- 

Quantitative research steps



Quantitative research steps



Qualitative research process

