

The Research Process

Step 1. Pose The Question

A) The Problem

What do you want to study?

Are there any research gaps you can fill?

- What is missing in the initial research?

B) The Approach

How do you want to study it?

1. Qualitative = Presents the understanding of people and their world views (i.e. Themes, Topics, Cases)

2. Quantitative = Shows the relationship between variables (i.e. Charts, Graphs, Tables, Histograms)



Step 2. Collect The Data

C) The Sample

Who or what are you studying?

D) The Method

How will you collect the data?

- Interviews
- Observations
- Questionnaires/Surveys
- Content Analysis



Step 3. Present The Answer

E) The Analysis

Who or what are you studying?

1. Raw Data Processing = Organize into easily interpretable categories

2. Data Transcription = Decode/make clear for presentation

F) The Audience

With whom are you sharing your data?

1. Post-Data Collection Scrutiny

- How did the data collection instrument work?
- Any missing data?
- Problems that hindered data collection?
- Was the expected outcome achieved?

2. Dissemination = Present findings and recommendations for future action

