



# Research Methodology

(Lecture 1)

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# Course Introduction

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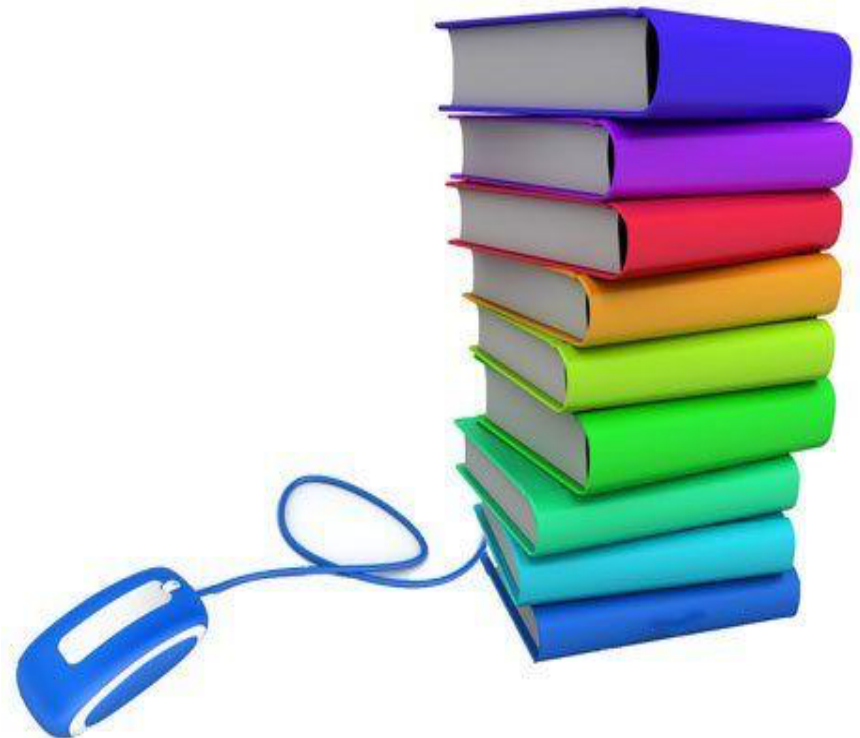
- 14 classes:
  - 12 Classes, each 3 hours.
  - One week will be midterm exam.
  - One class for course review.
- Exams and assessments (collecting marks):
  - Attendance = 5%
  - Quizzes = 10%
  - Assignments = 15%
  - Midterm Exam = 30%
  - Final Exam = 40%



# Course Introduction

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- Textbook:
  - Research Methodology: A Step-by-Step Guide for Beginners, 3rd Edition. Ranjit Kumar, SAGE 2011





# Course Aim

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- This is an introductory course that covers the basics of undertaking research and writing a research paper
- At each operational step in the research process it is required to choose from a multiplicity of methods
- This subject is essential for the preparation of any research project including the graduation project (4th year).



# Introduction

- What is Research?

Re ---- search

- Re: anew, afresh, OR, back to previous state.
- Search: look thorough or go over thoroughly to look something. OR examine to find anything concealed





# Introduction

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- Research in general refers to:
  - A search for knowledge.
  - A scientific and systematic search for relevant information on a specific topic.
  - Research is an art of scientific investigation.
  - Research is a movement, a movement from the known to the unknown.



# Introduction

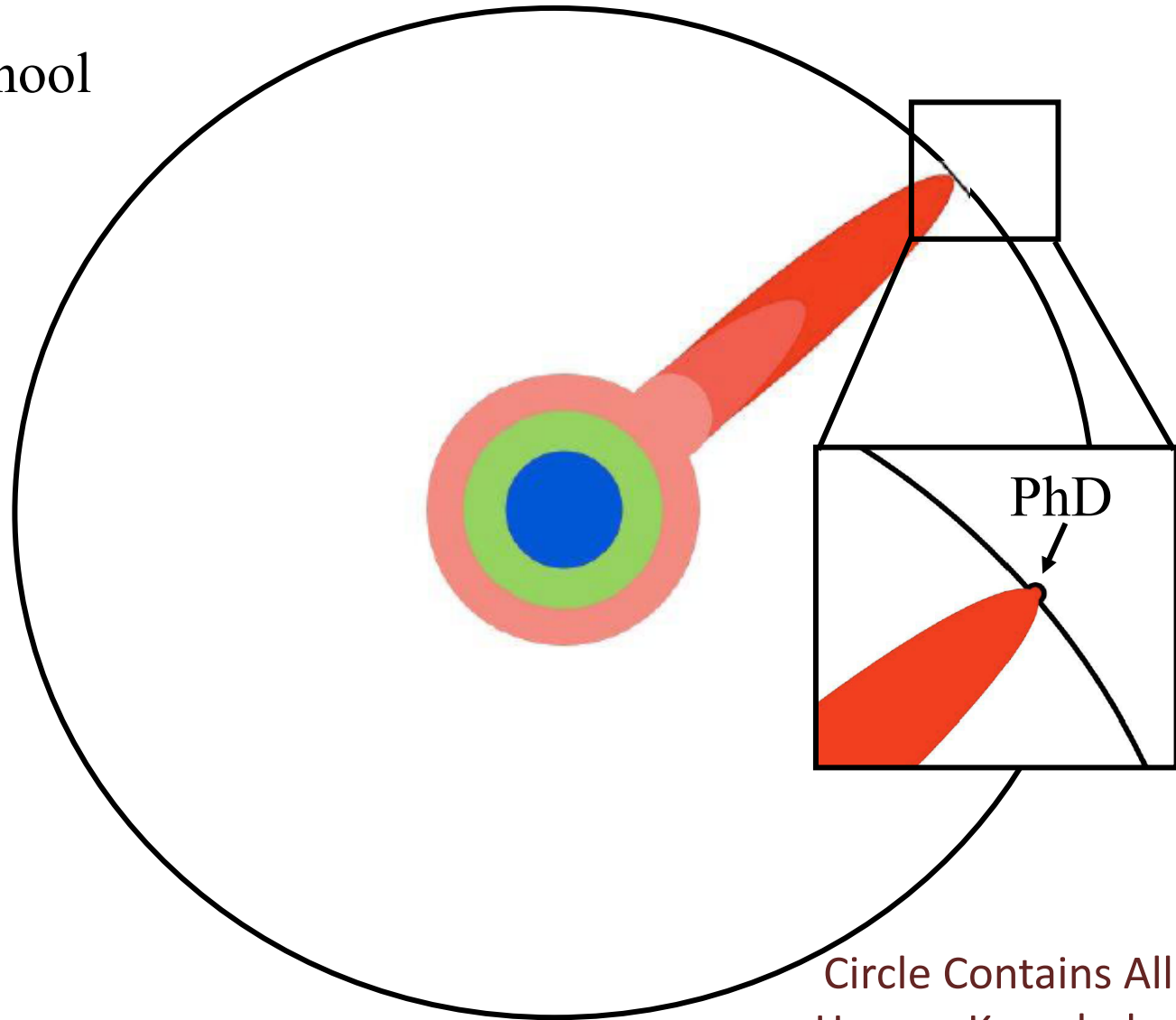
- Research: is an organized and systematic way of finding answers to **questions**.
- What ? / Why? / How? .





# Introduction

- Finish Primary school
- Finish Secondary
- Finish Undergrad
- Finish Master
- Finish PhD



Circle Contains All  
Human Knowledge

From "Matt Might's"



# Introduction

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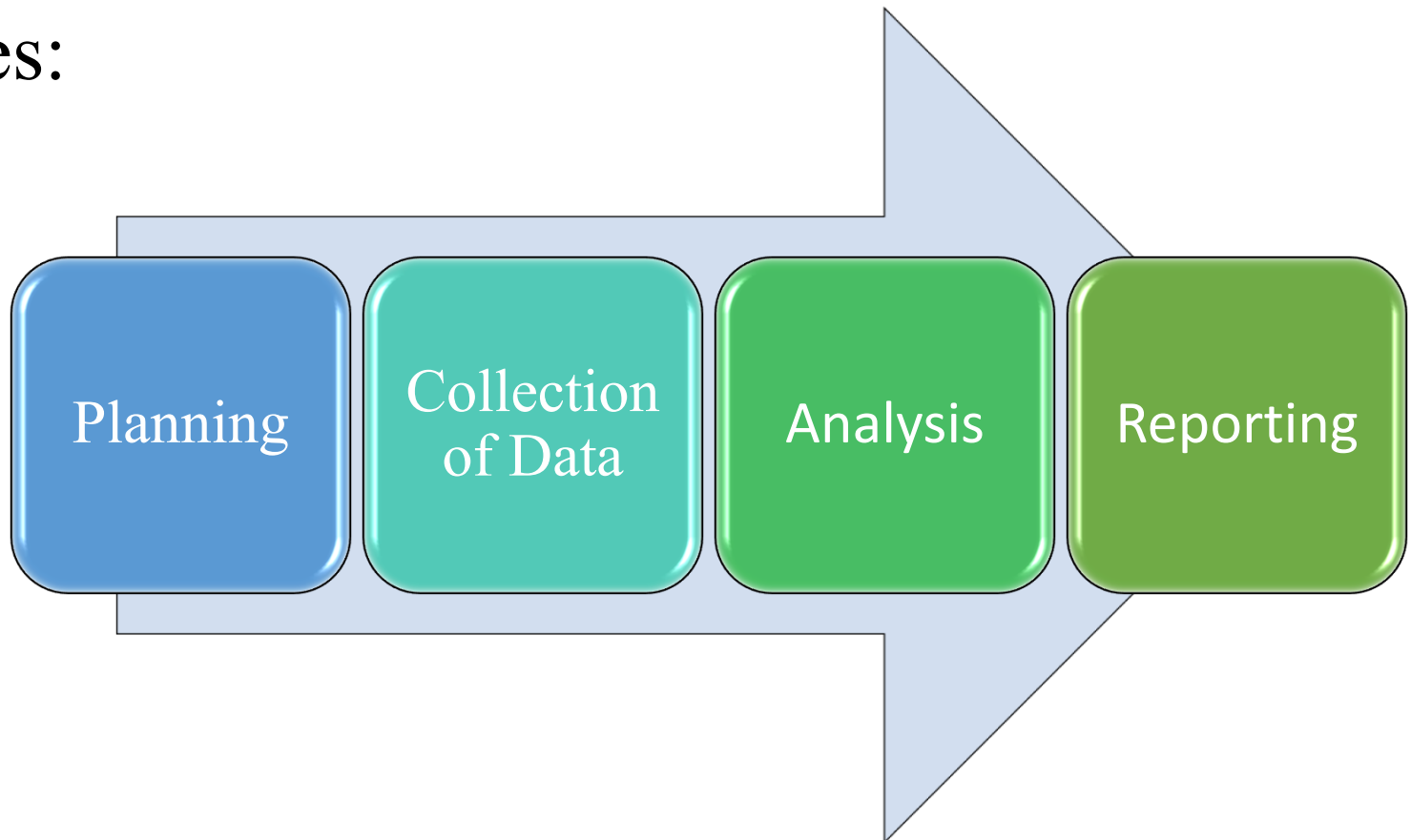
- Research is the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested.



# Introduction

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- The research process involves four important stages:



# Introduction

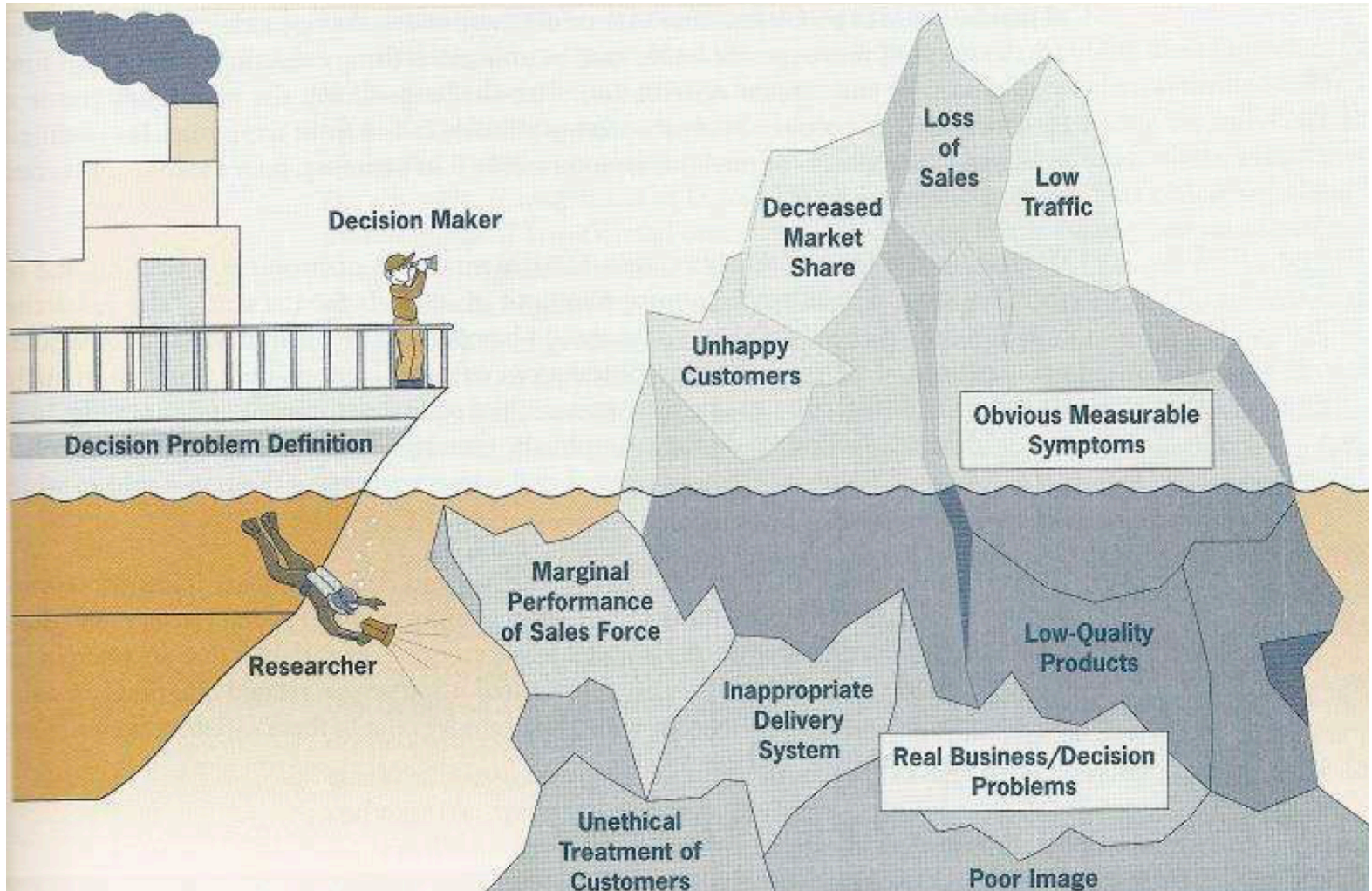
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- Steps involved in research:
  - Selection of Study Area
  - Identification of the topic
  - Research Problem
  - Research questions





# Introduction

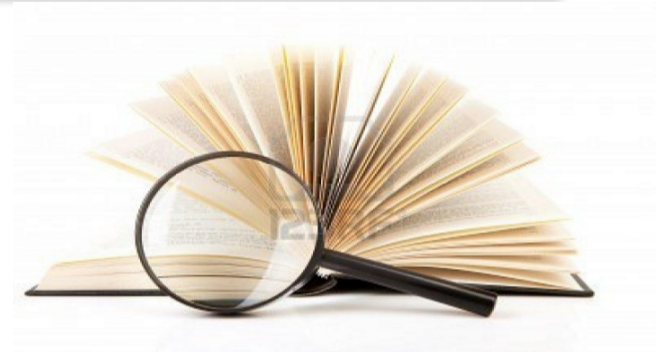




# Introduction

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- Steps involved in research:
  - Literature review
  - Research objectives
  - Research Design



**Literature Review**



# Introduction

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- Steps involved in research:
  - Collection Data
  - Analyzing Data

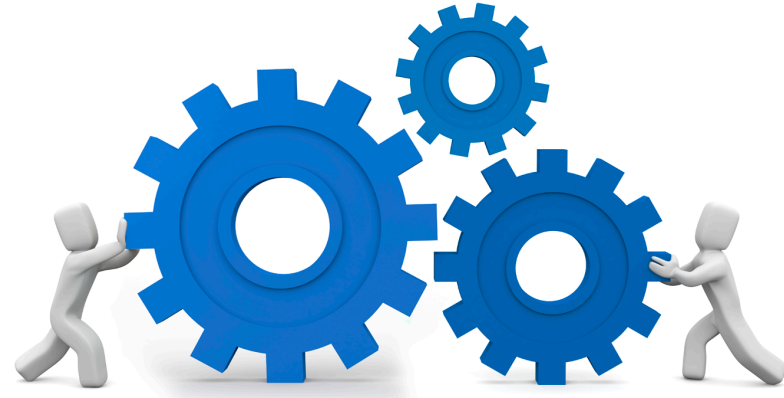




# Introduction

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- Steps involved in research:
- Implementation
- Writing report





# Questions & Answers

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THANK  
YOU