



Research Methodology

(Lecture 1)

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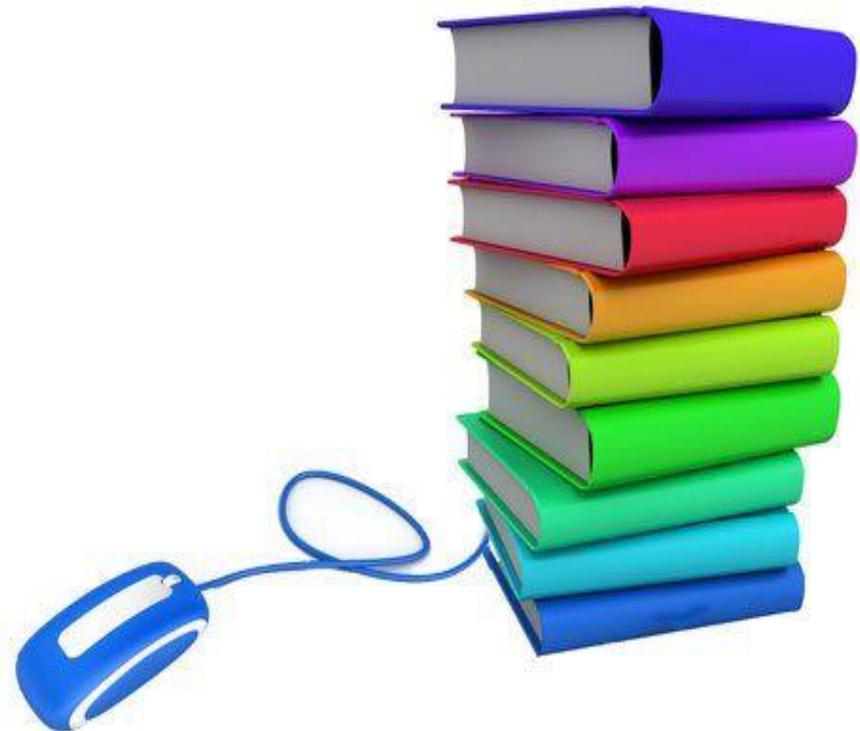
Course Introduction

- 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

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





Course Aim

- 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

- 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

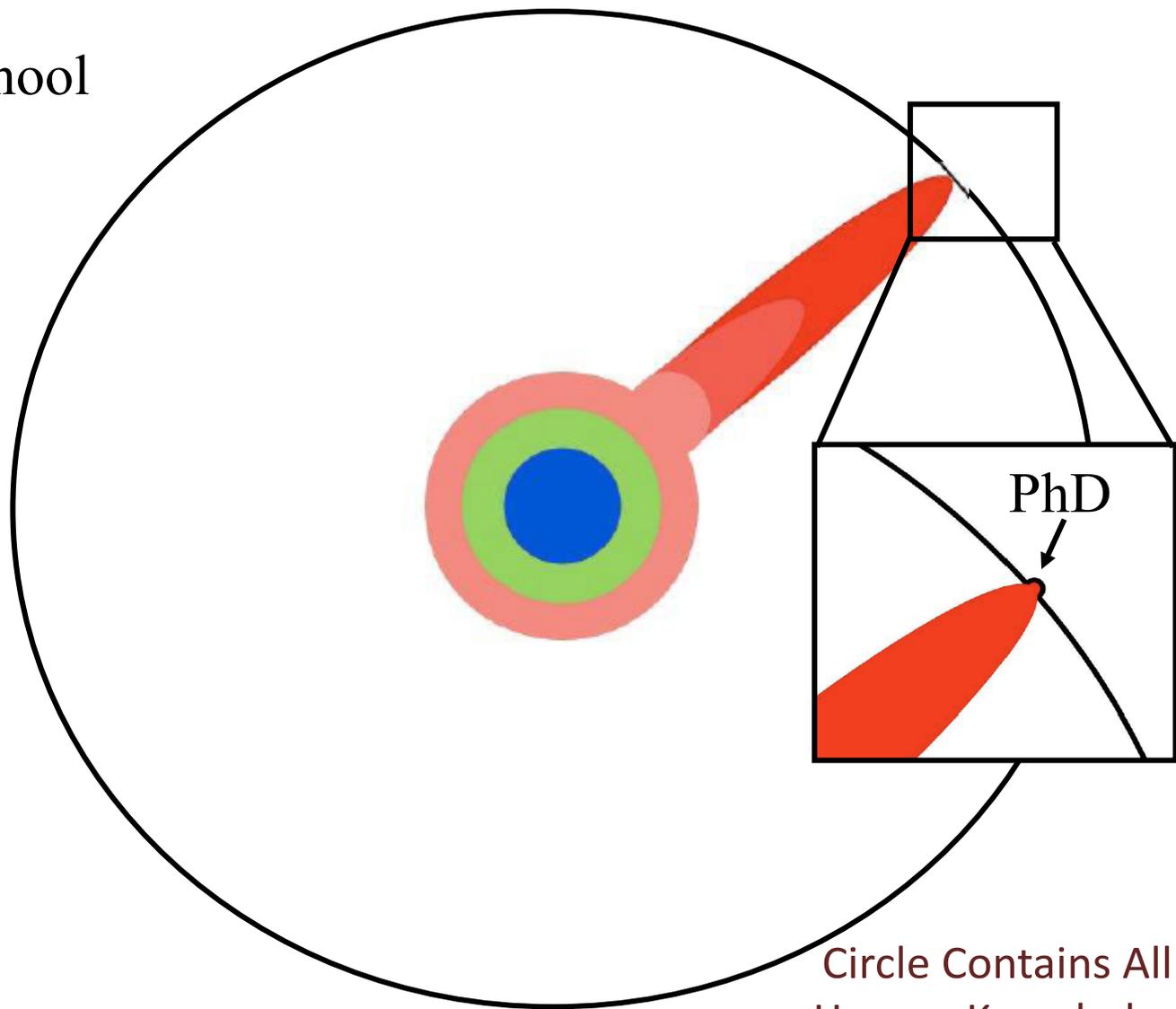
- Research: is an organized and systematic way of finding answers to **questions**.
- What ? / Why? / How? .





Introduction

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



From "Matt Might's"

Circle Contains All
Human Knowledge



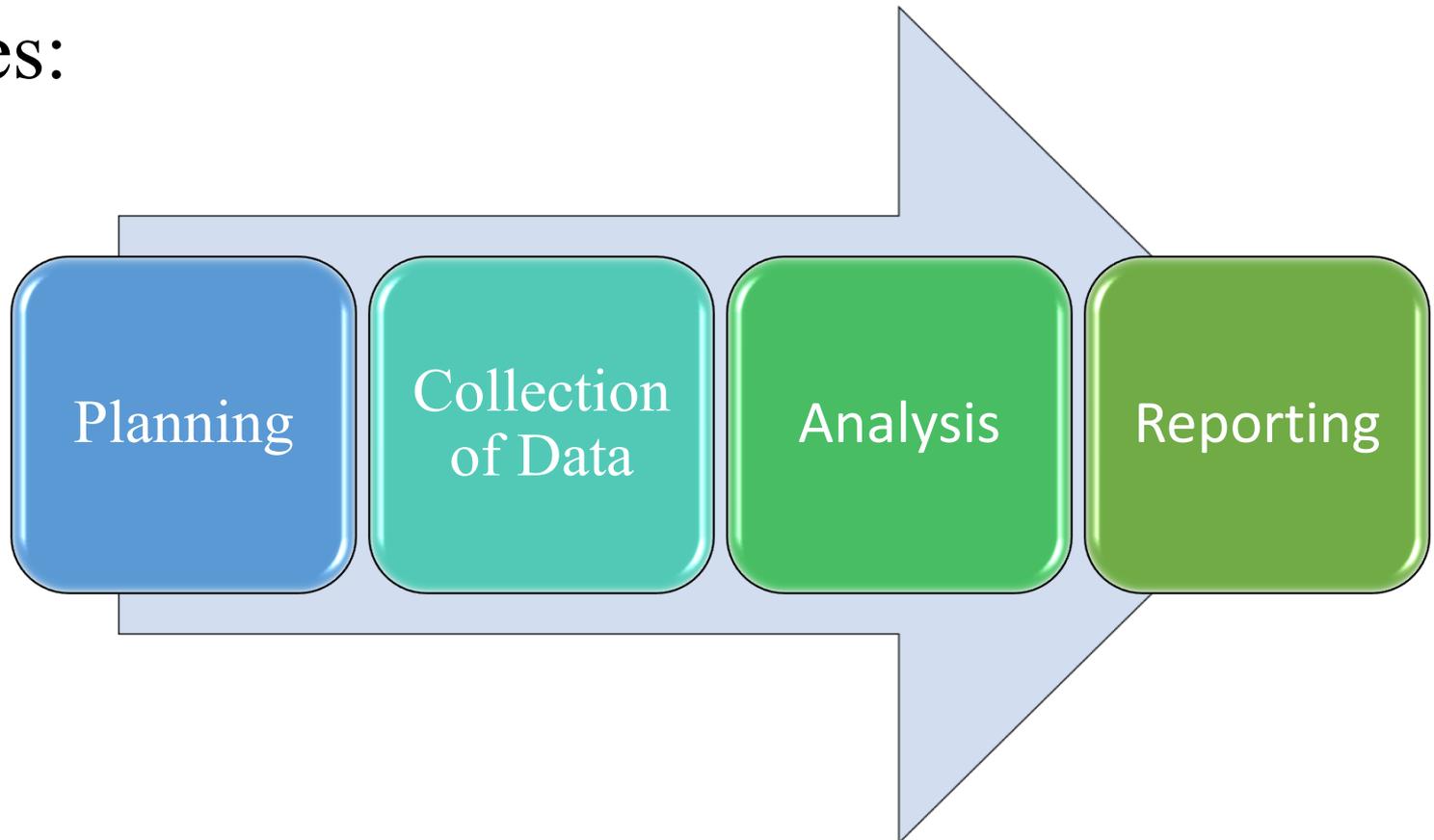
Introduction

- 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

- The research process involves four important stages:

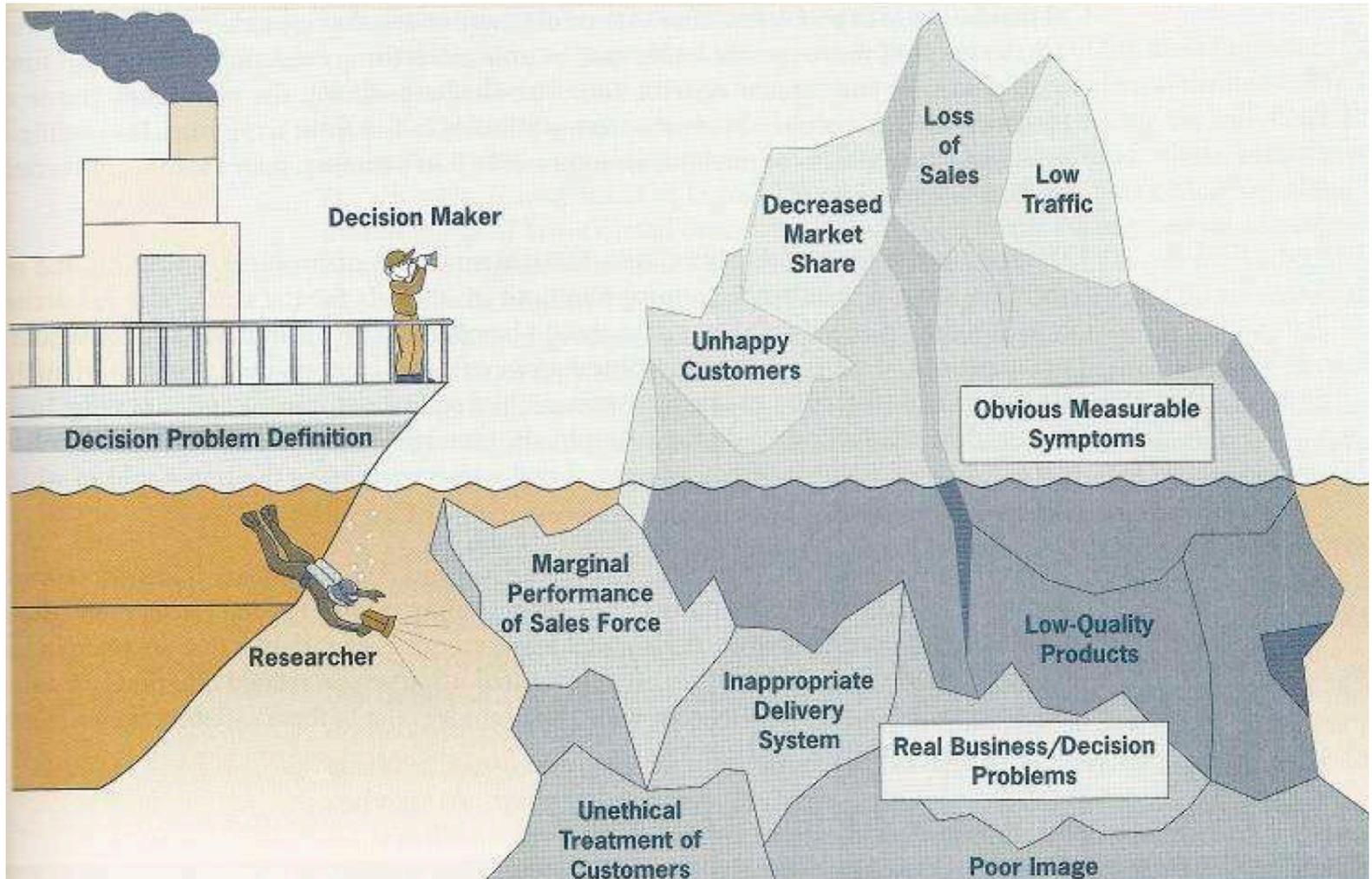


Introduction

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



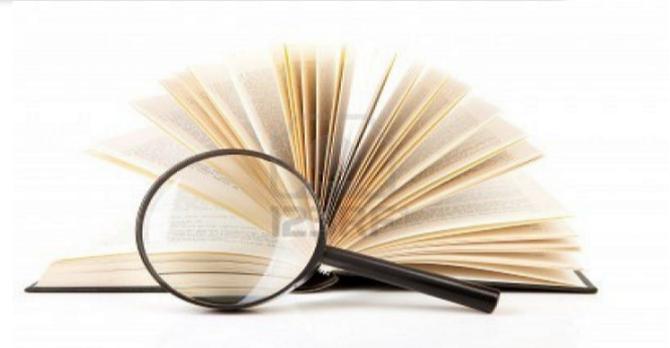
Introduction





Introduction

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



Literature Review





Introduction

– Steps involved in research:

– Collection Data

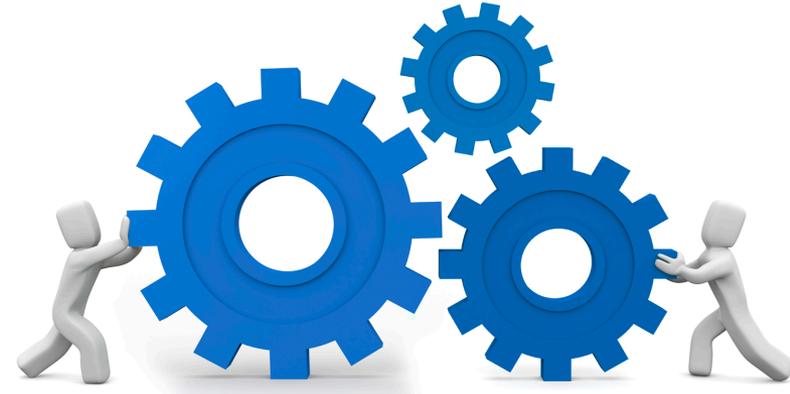
– Analyzing Data





Introduction

- Steps involved in research:
- Implementation
- Writing report





Questions & Answers





THANK

YOU