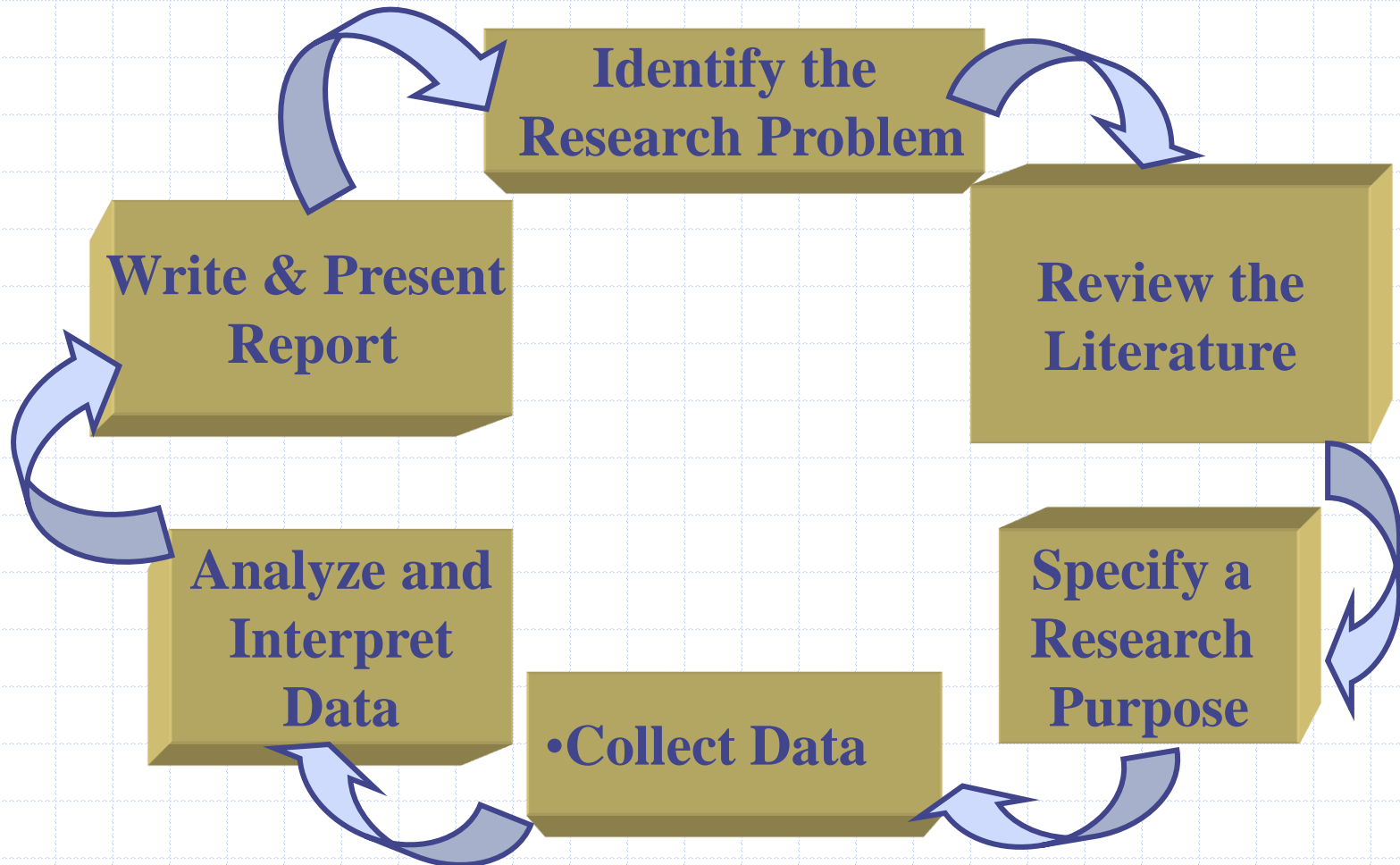


The Research Process



Research Process: Identify the Research Problem

- ◆ Specify a problem
- ◆ Justify a problem
- ◆ Suggest a need to study it for audiences



Primary vs. Secondary Sources

- ◆ A primary source is one prepared by an individual who was a participant in or a direct witness to the event being described.
- ◆ A secondary source is a document prepared by an individual who was not a direct witness to an event, but who obtained a description of the event from someone else.

Research Process: Reviewing the Literature

- ◆ Locate the Resources
 - Books
 - Journals
 - Electronic Resources
- ◆ Select Resources
 - Determine the relevant resources for the topic
 - Organize the resources by developing a “Literature Map”
- ◆ Summarize the resources in a Literature Review



Research Process:

Specify a Purpose for the Research

- ◆ Identify the purpose statement
- ◆ Narrow the purpose statement:
 - Quantitative: Research Questions and or hypothesis
 - Qualitative: Central Phenomenon and sub-questions



Research Process: Collecting Data

- ◆ Determine the data collection method
- ◆ Select the individuals to study
- ◆ Design data collection instruments and outline procedures
- ◆ Obtain permissions
- ◆ Gather information

Research Process: Analyzing and Interpreting Data

- ◆ Breaking down the data
- ◆ Representing the data
- ◆ Explaining the data



Research Process: Reporting and Evaluating Research

- ◆ Determine the audience for the report
- ◆ Structure the report
- ◆ Write the report sensitively and accurately
- ◆ Use standard format to present findings.



Key Concepts

- ◆ **What is a research problem and why is it important?**
- ◆ **Can and should the “problem” be researched?**
- ◆ **How does the “problem” differ for quantitative and qualitative research?**
- ◆ **What are the five elements that comprise the “statement of the problem” section?**

Differences Among Topic, Problem, Purpose and Questions

