

RESEARCH METHODOLOGY AND INFORMATION RETRIEVAL

CHAPTER 4

PREPARING A RESEARCH PROPOSAL

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CONTENTS

- Definition of Research Proposal
- Research Design
- Research Framework
- Literature Review
- Research Methodology
- Research Progress
- References

Research Methodology

What is Research Methodology

Review from Chapter 1:

Methodology can be defined as a system of procedures or step by step approach use in a particular field of study.

It is a way to systematically solve a research problem. On the other hand, **Research** is a careful investigation or inquiry specially through search for new facts in any branch of knowledge.

Therefore, **Research Methodology** can be defined as systematic procedures and careful investigation or inquiry through search for new facts in any field of human endeavour.

Research Methodology

Important Points when Writing the Methodology Section

Start the section by discussing why it is important to follow a scientific methodology approach in your study THEN.

Research Design

Indicate what research design is (i.e. provide a theoretical perspective on the concept “research design”).

Research Methodology

Research Method

- Is the research QUANTITATIVE or QUALITATIVE in nature in terms of the methodology?
- Now discuss what it is (provide a theoretical perspective).
- What do you apply it to your study? (i.e. highlight and discuss the relevance of the method to your study).
- Apply the method to your study (i.e. provide a practical application of the theory to your study).

Research Methodology

Research Format

- Is the research Explorative, Descriptive, Causal or a Case study method?
- Now discuss what it is (provide a theoretical perspective).
- What do you apply it to your study? (i.e. highlight and discuss the relevance of the method to your study).
- Apply the method to your study (i.e. provide a practical application of the theory to your study).

Research Methodology

Research Technique(s)

- Which research technique(s) are you using to gather the primary data? (i.e. personal interviews or focus groups).
- Now discuss what it is (provide a theoretical perspective).
- What do you apply it to your study? (i.e. highlight and discuss the relevance of the method to your study).
- Apply the method to your study (i.e. provide a practical application of the theory to your study).

Research Methodology

Data Collection Methods

- Clearly indicate whether you are going to use primary or secondary data.
- Indicate what primary or secondary data is (i.e. provide a theoretical perspective).
- Identify the secondary data which you are going to use for your study.
- Cross reference to the section on the research technique(s) which the primary data technique(s) you have applied to your study.

Research Methodology

Population

- Specify who or what is your population?
- If there are different components of the population, clearly indicate this.

Sampling Procedures

- Introduce the reader to what the terms of “sampling” and “sampling procedure” implies (i.e. provide a theoretical perspective to the terminology)
- Sampling technique(s) – clearly indicate the size of the sample, how was this sample selected, indicate which sampling technique do you use in the study (i.e. random sampling or judgemental sampling).

Research Progress

- Identify what possible future paths might be taken in your research as a results of your findings.
- State the expected findings.
- Identify what work have been done, what need to be done.
- Include research planning and schedule.
- Include summary.

References

Citing and Listing References

There are a number of different conventions for citing and listing references. Particular care must be taken to establish which are acceptable for a particular publication.

For your dissertations, check your own university's regulations and rules for dissertations and establish if there are any specific rules.

When you are preparing a paper for publication read the Guideline for Authors carefully and check other papers which are published in the same journal, usually there is a standard format for that journal.

Research Methodology

Group Assignment 3

Continue from Group Assignments 1 & 2:

- Write a research methodology including a research planning and schedule, expected findings, and future work;
- Two groups need to prepare for the group presentation, the other groups will be the peer reviewer;
- Submit the assignment via email to zuhaila@utm.my / zuhailaismail@yahoo.co.uk.

Thank You for Your Attention