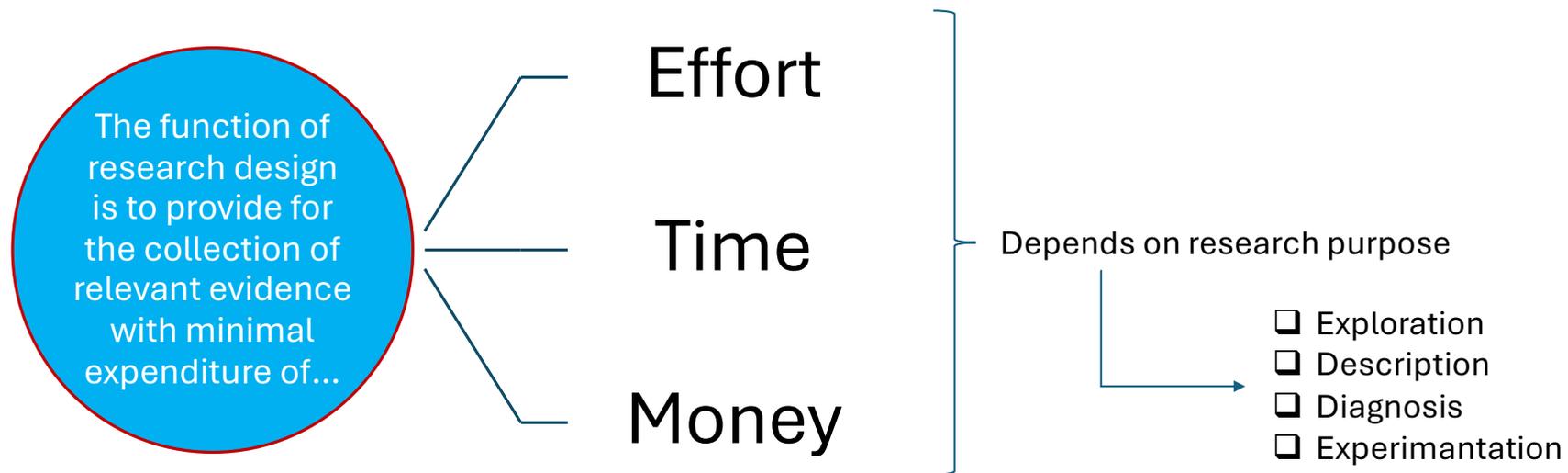


Week 3

Research: A Way of Thinking

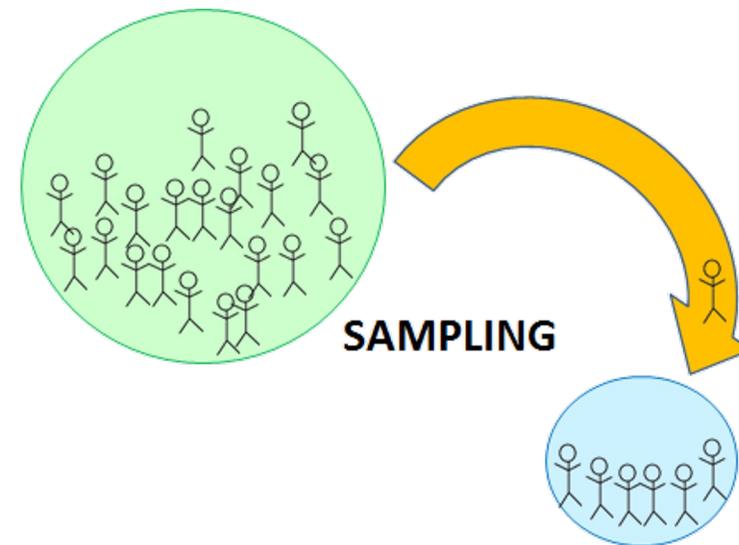
Assoc.Prof. Dr. Dođukan ÖZEN

4- Preparing the research design



5- Determining sample design

- Decide the way of selecting a sample
 - Deliberate sampling
 - Simple random sampling
 - Systematic sampling
 - Stratified sampling
 - Quota sampling
 - Cluster sampling
 - Multi-stage sampling
 - Sequential sampling etc.



6- Collecting data



Data can be collected through
experiment or survey

Experiment

- Observations are quantitative measurements

Survey

- By observation
- Through personal interview
- Through telephone interviews
- By mailing of questionnaires
- Through schedules

7- Analysis of data

- Establishment of categories
- The application of these categories to raw data through coding
- Tabulation
- Drawing statistical inferences

✓ Hypothesis testing

✓ Generalizations and interpretation



8-Reporting



- ✓ Report should be written in a concise and objective style in simple language avoiding vague expressions such as ‘it seems,’ ‘there may be’, and the like.
- ✓ Charts and illustrations in the main report should be used only if they present the information more clearly and forcibly.



Criteria(s) of Good Research

The purpose of the research should be clearly defined and common concepts be used.

The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.

The procedural design of the research should be carefully planned to yield results that are as objective as possible.

The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon the findings.

The analysis of data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.

Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.

Greater confidence in research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.