

## 10 TIPS FOR YOUR STUDENT RESEARCH METHODOLOGY

### Understand Different Research Paradigms

Familiarize yourself with different research paradigms like positivism and interpretivism to align your study's philosophical basis with your research objectives.

- *Example: Before starting your study, you can explore the principles of interpretivism to ensure your approach align with your research question.*



### Select a Research Design

Choose an appropriate research design, such as experimental or case study, based on whether you need to explore, describe, or explain phenomena.

- *Example: You can choose a case study design to deeply explore the unique phenomena within a single organization.*



### Determine the Nature of Your Data

Decide if your research requires qualitative data like interviews or quantitative data like surveys, or a combination of both.

- *Example: You can decide to use mixed methods, combining surveys and interviews, to get a comprehensive view of your research topic.*



### Sampling Strategy

Develop a clear sampling strategy, choosing between probability sampling like random sampling or non-probability sampling like purposive sampling.

- *Example: To ensure representativeness, you may use random sampling to select participants for your survey.*



### Choose Data Collection Methods

Select the most appropriate data collection methods, such as interviews for qualitative research and surveys for quantitative research.

- *Example: You choose to conduct focus groups to gather in-depth qualitative data for your study.*



### Instrument Development

Ensure your instruments are valid and reliable by pilot testing and refining them as necessary.

- *Example: To ensure representativeness, you may use random sampling to select participants for your survey.*



### Ensure Validity and Reliability

For quantitative research, ensure instruments are valid and reliable; for qualitative research, ensure credibility and dependability.

- *Example: You could conduct a reliability test to ensure your survey would produce consistent results over time.*



### Data Collection Procedures

Outline clear procedures for data collection, including setting, time frame, and process to ensure consistency and accuracy.

- *Example: You can document the data collection process, specifying the time frame and methods to maintain consistency.*



### Ethical Considerations

Incorporate ethical considerations like obtaining informed consent and ensuring confidentiality of participants.

- *Example: Before starting your interviews, you can obtain informed consent and assure participants of their confidentiality.*



### Iterative Refinement

Be open to refining your methodology if initial methods are not yielding useful data.

- *Example: When initial surveys failed to gather enough data, you can adjust your methodology to include follow-up interviews.*

