

Research Process

Study Design

1. Research Purpose
2. Research Objectives
3. Methodology
 - sample
 - method
4. Questionnaire
5. Pretest Instrument

Field

6. Data Collection
 - Phone
 - Mail
 - Personal
 - Focus Group

Data Analysis

7. Data Analysis
 - closed-ended
 - open-ended coding
8. Report Writing
9. Recommendations/Action plan
10. Presentation