



Research Methodology

ECEG-7901

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Outline

- **Chapter One: Introduction**
 - What is a research?
 - Research activity: characteristics and requirements
 - Types of research
 - Significance of research
 - Research methodology vs research methods
 - Research process
 - Measures of good research
- **Chapter Two: Literature Review**
 - What is a literature?
 - Literature review process
 - Writing a literature review
 - Literature analysis
 - Citing and referencing
 - Journal ranking and impact

Outline ...

- **Chapter Three: Critical Literature Analysis**
 - Background
 - Systematic vs. free style literature review
 - Descriptive vs. analytical approach
 - Author centric vs. concept centric literature review
 - Qualities of literature review
- **Chapter Four: Identifying the Problem**
 - Importance of formulating a research problem
 - Source of research problems
 - Considerations in selecting a research problem
 - Steps in formulating a research problem
 - Formulation of research objectives

Outline ...

- **Chapter Five: Writing strategies and Ethical Issues**
 - Writing the proposal
 - Writing ideas
 - Ethical issues
- **Chapter Six: Research Design**
 - Study design
 - Observational study
 - Sampling for quantitative studies
 - Sample size in quantitative studies
 - Experimental, quasi-experimental, and ex post facto designs
 - Strategies for analyzing quantitative data
 - Threats to validity

Outline...

- **Chapter Seven: Presenting a Research**
 - Introduction
 - Plan the presentation
 - Prepare the presentation
 - Deliver the presentation
 - Question and answer

Books

- **References:**

- Paul D. Leedy and Jeanne Ellis Ormrod, Practical Research: Planning and Design
- John W. Creswell, Research Design: Qualitative, Quantitative, and Mixed Methods Approach
- Ranjit Kumar, Research Methodology: A Step by Step Guide for Beginners

Assessment

- Proposal writing and defense ~40%
- Critique ~20%
- Final exam ~40%