

Introduction to Research Methodology

Welcome to the world of research methodology! As a beginner, you are about to embark on an exciting journey to learn about research methodology and its practical applications in everyday life.

1. What is research methodology, and why is it important in everyday life?

2. Can you think of a real-world problem that could be solved using research methodology? Describe it briefly.

Case Study Analysis

Read the following case study:

"A company wants to launch a new product and needs to determine the most effective way to reach its target audience. The company uses research methodology to design a study, collect data, and analyze the results."

1. What research question do you think the company is trying to answer?

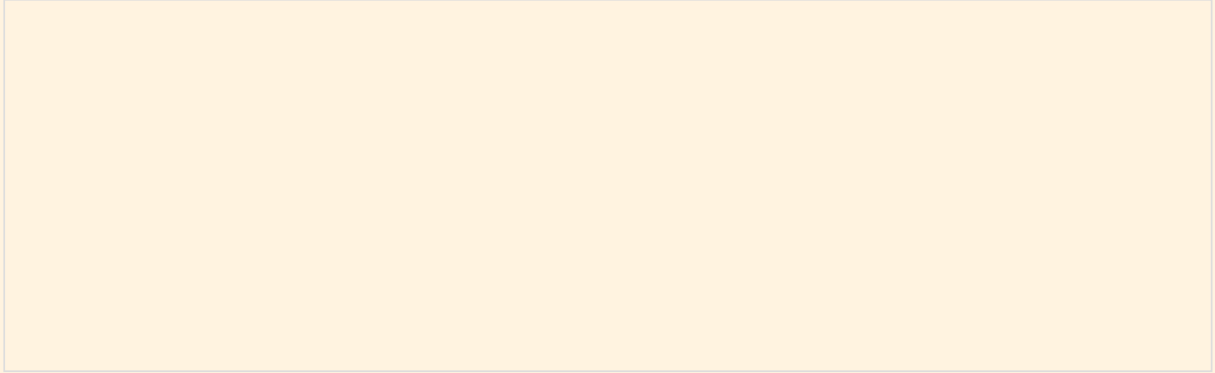
2. What methods do you think the company used to collect data?

Group Discussion

Divide into small groups and discuss the following questions:

1. How can research methodology be used to solve real-world problems?
2. What are some potential limitations of using research methodology in everyday life?

Use this space to take notes and record your group's discussion.



Research Question Design

Design a research question related to a real-world problem that interests you. Use the following template:

- What is the problem or issue?
- What is the research question?
- What methods would you use to collect data?

Data Collection and Analysis

Imagine you are conducting a research study to answer your research question. What methods would you use to collect data, and how would you analyze the results?

Research Ethics

What are some ethical considerations that researchers must take into account when conducting a study? Can you think of a scenario where research ethics might be compromised?

Case Study Evaluation

Evaluate the following case study:

"A researcher conducts a study on the impact of social media on mental health. The researcher collects data from a sample of 100 participants and finds a significant correlation between social media use and symptoms of depression."

1. What are some potential limitations of this study?

2. How could the researcher improve the study to make it more valid and reliable?

Research Methodology in Everyday Life

Can you think of a way to apply research methodology to your everyday life? Describe a scenario where you could use research methodology to make an informed decision.

Reflection

Individual Reflection:

1. What was the most surprising thing you learned about research methodology?

2. How will this learning change your actions in the future?

3. What questions do you still have about research methodology?

Conclusion

Congratulations! You have completed the worksheet on applying research methodology to everyday life. Remember that research methodology is a powerful tool that can help you make informed decisions and solve real-world problems.

Keep practicing, and you will become a proficient researcher in no time!