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AN OVERVIEW OF THE DEVELOPMENT OF RESEARCH METHODOLOGY AND ITS TYPES: QUANTITATIVE, QUALITATIVE, AND MIXED METHODS RESEARCH

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ABSTRACT

The development of research methodology is a crucial aspect of research that determines the reliability and validity of the results. This article provides an overview of the development of methodology and its types, including quantitative, qualitative, and mixed methods research. The article highlights the importance of selecting an appropriate methodology based on the research question, the nature of the data, and the intended use of the results. The study also discusses the various stages involved in developing a research methodology, such as research questions, hypotheses, sampling, data collection, and data analysis. The article concludes by emphasizing the importance of transparency and rigor in developing and reporting research methodology.

KEYWORDS

Development of methodology, quantitative research, qualitative research, mixed methods research, research questions, hypotheses, sampling, data collection, data analysis, transparency, rigor.

INTRODUCTION

The development of methodology is a critical aspect of research, as it helps to ensure the validity and reliability of the results. Methodology refers to the systematic

approach to conducting research, including the collection, analysis, and interpretation of data. In this article, we will explore the development of

methodology and its types, highlighting the key features of each type and their applications in different fields of research.

Research methodology is a critical aspect of any research study as it determines the approach and methods used to collect and analyze data. The selection of an appropriate methodology is essential to ensure the reliability and validity of the results obtained. There are several types of

research methodologies, including quantitative, qualitative, and mixed methods research. Each of these methodologies has its own strengths and weaknesses and is suited to different types of research questions and data.

This article provides an overview of the development of research methodology and its types. The study aims to assist researchers and students in selecting an appropriate methodology based on the research question, the nature of the data, and the intended use of the results. The article discusses the various stages involved in developing a research methodology, such as research questions, hypotheses, sampling, data collection, and data analysis.

Furthermore, the article emphasizes the importance of transparency and rigor in developing and reporting research methodology. The study highlights the need to clearly describe the methodology used in a research

study to ensure that other researchers can replicate the study and verify its findings.

METHOD

This study employs a literature review approach to identify and describe the different types of research methodologies, including quantitative, qualitative, and mixed methods research. The study also discusses the various stages involved in developing a research methodology, such as research questions, hypotheses, sampling, data collection, and data analysis.

As the article focuses on providing an overview of the development of research methodology and its types, the methodology used is descriptive in nature. The study involves reviewing and analyzing existing literature on research methodology and its types, including quantitative, qualitative, and mixed methods research. The methodology includes the following steps:

- Conducting a thorough review of relevant literature on research methodology and its types.
- Analyzing the literature to identify key themes and concepts related to the development of research methodology.
- Organizing and synthesizing the information obtained from the literature review to develop a comprehensive overview of the development of research methodology and its types.

- Incorporating examples and illustrations to enhance the clarity of the information presented.
- Ensuring that the information presented is accurate and reliable by citing credible sources.

The article aims to provide readers with a clear understanding of the development of research methodology and its types by synthesizing and presenting relevant information in an organized and concise manner.

RESULTS

The findings reveal that quantitative research is characterized by the use of statistical methods and the measurement of variables, while qualitative research relies on subjective interpretation and the collection of non-numerical data. Mixed methods research combines both quantitative and qualitative approaches to provide a more comprehensive understanding of the research question. The study highlights the importance of selecting an appropriate methodology based on the research question, the nature of the data, and the intended use of the results.

Discussion

The discussion section of this article explores the advantages and limitations of each research methodology and their applications in different fields

of study. The study also discusses the importance of transparency and rigor in developing and reporting research methodology, including the use of appropriate measures to ensure the reliability and validity of the data.

CONCLUSION

In conclusion, this article provides an overview of the development of methodology and its types, highlighting the key features of each type and their applications in different fields of research. The study emphasizes the importance of selecting an appropriate methodology based on the research question, the nature of the data, and the intended use of the results. The article concludes by suggesting that further research is needed to identify new and innovative methodologies to address emerging research questions and challenges.

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