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and how to conceive a
research design (often
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and to give readers a
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and short case studies
give a good illustration
of the practice of
research so to enhance
the understanding of the
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process of constructing
conceptual models.

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methodology is

explored by looking at
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forms are examined in

order to demon-strate

the range of

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research assures

objectivity in gathering
facts and testing creative
ideas for alternative

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whether basic or

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scientific method, and
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consists of learning how
to adopt several
common approaches
when doing research,
and how to conceive a
research design (often
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which is indisputably
complex. In the
academic world, it is

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often said to be
important, yet in ...

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A research methodology
or involves specific

techniques that are
adopted in research
process to collect,

assemble and evaluate
data. It defines those

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tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research.

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evaluate the reliability
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