

Research methodology plan

Research Methodology: (you need to provide answers of the following with justification in research methodology section of your proposal).

1. What is the Research Philosophy that you will follow? (e.g. Positivism, Interpretivism, Realism and Pragmatism)

I used the Positivism research Philosophy for my research

1(a) Why have you decided to follow this Research Philosophy?

An objective understanding of society is claimed by this theory. This research philosophy views the scientist as an objective observer who, on that basis, separates oneself from his or her own personal ideals and sets out to complete the project on its own.

2. What is the Research Approach that you will follow and why you think this approach is the right one to use? (E.g. deductive vs inductive approach?)

I will use the inductive approach for the research. The main reason for choosing the inductive approach because inductive reasoning aims at developing a theory. Furthermore, I have found that using inductive reasoning makes it easier for me to transition from detailed observations to more generalisations and conclusions.

3. What Research Strategy / Method are you going to use? (e.g. survey, case study, action research, experiments, etc.)

I will use survey research method because surveys are referred to as research-in-the-large since they cannot be controlled in terms of execution or measurement. For this reason, surveys are preferred above other types of empirical research. As a result of the surveys, trends, views, and attitudes may be quantified.

3(a) Why is the Research Strategy / Method that you have selected the best one to use and why not use other methods?

Typically, surveys begin with a series of predetermined questions and target a certain group of individuals. However, the case study is an observational approach that allows researchers to get insight into the current project or activity.

4. What data collection method(s) you will use and why? (E.g. questionnaire, interviews, focus group, observation, documents, etc.)

I will use Interviews and observation method for my research. During an interview, the respondent provides the interviewer with detailed answers to the interviewer's questions. In this scenario, the interviewer asks a question and then waits for the respondent to answer it. The interviewer might also adjust the questions depending on the answers to gather their information.

5. What data analysis method (s) you will use and why you think this is the best method to use? (e.g. you could use **statistical data analysis methods** for quantitative data such

as **descriptive statistics** like mean, median, mode and **inferential statistics** such as chi-square, regression, etc. You also use graphs such as Bar chart, Histograms for quantitative analysis.

If you are using qualitative data then you could choose content analysis, thematic analysis, and template analysis or narrative analysis methods.

Comparative analysis will be used to explain the different answers that will be found in surveys as a result. Users (individuals/organisations) may use this comparative analysis to think about methods to lessen the problem, and researchers can get a sense of what practitioners anticipate in terms of a solution to the problem.

6. Ethical considerations:

You will consider some requirements;

- Confidentiality of data
- Informed consent from study participants
- Anonymity of data
- Storage of data (preferably say you will store data on U drive which is secure and password protected)
- Deletion or destroy data permanently after research is concluded and your degree results have been published.
- Obtain ethics approval before any data will be collected. You will need to submit online ethics form <https://np-k2runtime.northumbria.ac.uk/Runtime/Runtime/Form/My+Documents>

I have kept my behaviour under control while working on this project. That is why it was important for me to weigh in on the research's requirements. Because the interviewees had provided their informed consent, I was able to ensure that they had complete access to all essential information on the project at hand. They were informed of research objectives, data collection procedures, and any dangers that might affect their decision whether or not to take part in the study.

