# Research: Definition, Meaning, Importance Types and Qualities of Research

**Research** is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods.”

**Meaning:-** Research comprises “creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications.” It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student’s research prowess to prepare them for future jobs or reports. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities and sciences. There are several forms of research: scientific, humanities, artistic, economic, social, business, marketing, practitioner research, life, technological, etc.

## Definition

A careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. Research involves inductive and deductive methods.”

Inductive research methods are used to analyze an observed event. Deductive methods are used to verify the observed event. Inductive approaches are associated with [qualitative research](https://www.questionpro.com/blog/qualitative-market-research/) and deductive methods are more commonly associated with [quantitative research.](https://www.questionpro.com/blog/quantitative-market-research/)

Research is conducted with a purpose to understand:

* What do organizations or businesses really want to find out?
* What are the processes that need to be followed to chase the idea?
* What are the arguments that need to be built around a concept?
* What is the evidence that will be required for people to believe in the idea or concept?

**What Is the Purpose of Research?**

There are three purposes of research:

1. **Exploratory:**As the name suggests, exploratory research is conducted to explore a group of questions. The answers and analytics may not offer a final conclusion to the perceived problem. It is conducted to handle new problem areas which haven’t been explored before. This exploratory process lays the foundation for more conclusive research and data collection.
2. **Descriptive:**[Descriptive research](https://www.questionpro.com/blog/descriptive-research/) focuses on expanding knowledge on current issues through a process of data collection. Descriptive studies are used to describe the behavior of a sample population. In a descriptive study, only one variable is required to conduct the study. The three main purposes of descriptive research are describing, explaining, and validating the findings. For example, a study conducted to know if top-level management leaders in the 21st century possess the moral right to receive a huge sum of money from the company profit.
3. **Explanatory:**Explanatory research or causal research is conducted to understand the impact of certain changes in existing standard procedures. Conducting experiments is the most popular form of casual research. For example, a study conducted to understand the effect of rebranding on customer loyalty.

To understand the characteristic of research design using research purpose here is a comparative analysis:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Exploratory Research** | **Descriptive Research** | **Explanatory Research** |
| Research approach used | Unstructured | Structured | Highly structured |
| Research conducted through | Asking research questions | Asking research questions | By using research hypotheses. |
| When is it conducted? | Early stages of decision making | Later stages of decision making | Later stages of decision making |

Research method is defined as the tools or instruments used to accomplish the goals and attributes of a study. Think of the methodology as a systematic process in which the tools or instruments will be employed. There is no use of a tool if it is not being used efficiently.

Research begins by asking the right questions and choosing an appropriate method to investigate the problem. After collecting answers to your questions, you can analyze the findings or observations to draw appropriate conclusions.

When it comes to customers and market studies, the more thorough your questions, the better. By thoroughly collecting data from customers through surveys and questionnaires, you get important insights into brand perception and product needs. You can use this data to make smart decisions about your marketing strategies to position your business effectively.

**Types of Research**

1. **Basic Research**

Basic research is mostly conducted to enhance knowledge. It covers fundamental aspects of research. The main motivation of this research is knowledge expansion. It is a non-commercial research and doesn’t facilitate in creating or inventing anything. For example, an experiment is a good example of basic research.

1. **Applied Research**

Applied research focuses on analyzing and solving real-life problems. This type of research refers to the study that helps solve practical problems using scientific methods. This research plays an important role in solving issues that impact the overall well-being of humans. For example, finding a specific cure for a disease.

1. **Problem Oriented Research**

As the name suggests, problem-oriented research is conducted to understand the exact nature of the problem to find out relevant solutions. The term “problem” refers to having issues or two thoughts while making any decisions.

For e.g Revenue of a car company has decreased by 12% in the last year. The following could be the probable causes: There is no optimum production, poor quality of a product, no advertising, economic conditions etc.

1. **Problem Solving Research**

This type of research is conducted by companies to understand and resolve their own problems. The problem-solving research uses applied research to find solutions to the existing problems.

**Types of research methods and research example**

Research methods are broadly classified as [Qualitative](https://www.questionpro.com/blog/qualitative-research-methods/)and [Quantitative](https://www.questionpro.com/blog/quantitative-research/).

Both methods have distinctive properties and data collection methods.

**Qualitative Methods**

[Qualitative research](https://www.questionpro.com/blog/qualitative-research-methods/) is a method that collects data using conversational methods. Participants are asked open-ended questions. The responses collected are essentially non-numerical. This method not only helps a researcher understand what participants think but also why they think in a particular way.

Types of qualitative methods include:

* One-to-one Interview: This interview is conducted with one participant at a given point in time. One-to-one interviews need a researcher to prepare questions in advance. The researcher asks only the most important questions to the participant. This type of interview lasts anywhere between 20 minutes to half an hour. During this time the researcher collects as many meaningful answers as possible from the participants to draw inferences.
* Focus Groups: Focus groups are small groups comprising of around 6-10 participants who are usually experts in the subject matter. A moderator is assigned to a focus group who facilitates the discussion amongst the group members. A moderator’s experience in conducting the focus group plays an important role. An experienced moderator can probe the participants by asking the correct questions that will help them collect a sizable amount of information related to the research.
* Ethnographic Research: Ethnographic research is an in-depth form of research where people are observed in their natural environment without This method is demanding due to the necessity of a researcher entering a natural environment of other people. Geographic locations can be a constraint as well. Instead of conducting interviews, a researcher experiences the normal setting and daily life of a group of people.
* Text Analysis: [Text analysis](https://www.questionpro.com/tour/text-analysis.html) is a little different from other qualitative methods as it is used to analyze social constructs by decoding words through any available form of documentation. The researcher studies and understands the context in which the documents are written and then tries to draw meaningful inferences from it. Researchers today follow activities on a social media platform to try and understand patterns of thoughts.
* Case Study: Case study research is used to study an organization or an entity. This method is one of the most valuable options for modern This type of research is used in fields like the education sector, philosophical studies, and psychological studies. This method involves a deep dive into ongoing research and collecting data.

**Quantitative Research Methods**

[Quantitative](https://www.questionpro.com/blog/quantitative-research/) methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It is used to answer questions in terms of justifying relationships with measurable variables to either explain, predict, or control a phenomenon.

There are three methods that are often used by researchers:

* Survey Research — The ultimate goal of survey research is to learn about a large population by deploying a[survey](https://www.questionpro.com/tour/). Today, [online surveys](https://www.questionpro.com/tour/) are popular as they are convenient and can be sent in an email or made available on the internet. In this method, a researcher designs a survey with the most relevant [survey questions](https://www.questionpro.com/article/survey-question-answer-type.html) and distributes the survey. Once the researcher receives responses, they summarize them to tabulate meaningful findings and data.
* Descriptive Research — Descriptive research is a method which identifies the characteristics of an observed phenomenon and collects more information. This method is designed to depict the participants in a very systematic and accurate manner. In simple words, descriptive research is all about describing the phenomenon, observing it, and drawing conclusions from it.
* Correlational Research— [Correlational research](https://www.questionpro.com/blog/correlational-research/) examines the relationship between two or more variables. Consider a researcher is studying a correlation between cancer and married Married women have a negative correlation with cancer. In this example, there are two variables: cancer and married women. When we say negative correlation, it means women who are married are less likely to develop cancer. However, it doesn’t mean that marriage directly avoids cancer.

**Identifying Research Methodology**

To choose the appropriate types of research, you need to clearly identify the objectives. Some objectives to take into consideration for your business include:

* Find out the needs of your clients.
* Know their preferences and understand what is important to them.
* Find an appropriate way to make your customers aware of your products and services.
* Find ways to improve your products or services to suit the needs of your customers.

After identifying what you need to know, you should ask what research methods will offer you that information.

Organize your questions within the framework of the 7 Ps of marketing that influence your company – product, price, promotion, place, people, processes, and physical tests.

A well-organized [customer research](https://www.questionpro.com/survey-templates/customer-surveys/) process produces valid, accurate, reliable, timely, and complete results. Results that rigorously reflect the opinions and needs of your clients will help you grow your sales and improve your operations. To obtain the results, you need to establish and follow the processes that you have detailed out for your organization:

**Set your goals**

Consider the client’s objectives and define those that identify with yours. Make sure that you set [smart goals and objectives](https://www.questionpro.com/blog/smart-objectives-and-goals/). Do not presume the results of your surveys.

**Plan your research**

Good planning allows the use of creative and logical approaches to select the methods that gather the most accurate information. Your plan will be influenced by the type and complexity of the information you need, the skills of your market research team, and how soon you need the information. Your budget also plays a large role in your ability to collect data.

**Collect and collate your results**

Make a list of how you are going to carry out the research process, the data you need to collect, and collection methods. This will help you keep track of your processes and make sense of your findings. It will also allow you to verify that your research accurately reflects the opinions of your clients and your market. Create a record table with:

* The consumer research activity
* The necessary data
* The methods for data collection
* The steps to follow for data analysis.

Remember, research is only valuable and useful when it is valid, accurate, and reliable. Relying on imperfect research is dangerous. Incorrect results can lead to [customer churn](https://www.questionpro.com/blog/customer-churn/) and a decrease in sales.

It is important to obtain information about how the collection of customer information was carried out, and to ensure that your data is:

* Valid – founded, logical, rigorous, and impartial.
* Accurate – free of errors and including required details.
* Reliable – that can be reproduced by other people who investigate in the same way.
* Timely – current and collected within an appropriate time frame.
* Complete – includes all the data you need to support your business decisions.

**Analyze and understand your research**

Analysis of the data can vary from simple and direct steps to technical and complex processes. Adopt an approach, and choose the method of [data analysis](https://www.questionpro.com/blog/data-analysis-simple-and-complex-a-primer/) based on the methods you have carried out.

**Keep the findings ready**

Choose a spreadsheet that allows you to easily enter your data. If you do not have a large amount of data, you should be able to manage them with the use of basic tools available in survey software. If you have collected more complete and complex data, you may have to consider using specific programs or tools that will help you manage your data.

**Review and interpret the information to draw conclusions**

Once you have gathered all the data, you can scan your information and interpret it to draw conclusions and make informed decisions. You should review the data and then:

* Identify the main [trends](https://www.questionpro.com/features/trend-analysis.html) and issues, opportunities, and problems you observe. Write a sentence describing each one.
* Keep track of the frequency with which each of the main findings appears.
* Make a list of your findings from the most common to the least common.
* Evaluate a list of the strengths, weaknesses, opportunities, and threats that have been identified in a [SWOT analysis](https://www.questionpro.com/blog/swot-analysis-example/).
* Prepare conclusions and recommendations about your research.

Review your goals before making any conclusions about your research. Keep in mind how the process you have completed and the data you have gathered help answer your questions. Ask yourself if what your research revealed facilitates the identification of your conclusions and recommendations. Review your conclusions and, based on what you know now:

**Choose some strategies that will help you improve your business**

* Act on your strategies
* Look for gaps in the information, and consider doing additional research if necessary
* Plan to review the results of the research, and consider efficient strategies to analyze and dissect results for interpretation.

### Characteristics of research

1. A systematic approach must be followed for accurate data. Rules and procedures are an integral part of the process that set the objective. Researchers need to practice ethics and a code of conduct while making observations or drawing conclusions.
2. Research is based on logical reasoning and involves both inductive and deductive methods.
3. The data or knowledge that is derived is in real time from actual observations in natural settings.
4. There is an in-depth analysis of all data collected so that there are no anomalies associated with it.
5. Research creates a path for generating new questions. Existing data helps create more opportunities for research.
6. Research is analytical in nature. It makes use of all the available data so that there is no ambiguity in inference.
7. Accuracy is one of the most important aspects of research. The information that is obtained should be accurate and true to its nature. For example, laboratories provide a controlled environment to collect data. Accuracy is measured in the instruments used, the calibrations of instruments or tools, and the final result of the experiment.

**Qualities of Research**

* **Empirical**: based on observations and experimentation on theories.
* **Systematic:** follows orderly and sequential procedure.
* **Controlled:** all variables except those that are tested/experimented upon are kept constant.
* **Employs hypothesis:** guides the investigation process
* **Analytical:** There is critical analysis of all data used so that there is no error in their interpretation
* **Objective, Unbiased, & Logical:** all findings are logically based on empirical
* **Employs quantitative or statistical methods:** data are transformed into numerical measures and are treated statistically.

## ****Importance or Objectives of the Research:****

Importance or Objectives of the Research

Research objectives help to identify the full purpose or attention of your research with the type of basic questions that will be noted. Explaining your research objectives means explaining what do I need to investigate and evaluate. The **importance of research** is also known as the **objectives of the research**. It includes various points such as:-

[**Q**. What are the **objectives of the research** and What is the **importance of research**??]…

### ****1. To find out the real facts-****

As we know, every type of research has its own object but the basic aim of the research is always to find out or obtained the information from the markets and societies and their number of respondents. A researcher evaluates or finds the real or exact information for our problem-related questions.

### ****2. To achieve the new thoughts-****

In this**objective of the research**, anybody can find new thoughts from the research. Research is the process of finding the exact information through proper observation, optimization, and experiments.

These are the scientific methods to find out or evaluate the information which is very necessary for evaluating the problem task.

### ****3. To evaluate the information-****

The first aim of the research is to find out the information and then evaluate them in an appropriate or efficient manner so that they can easily design the research problem and solve them also.

A researcher evaluates the information through various scientific approaches and methods, statistical analysis and procedures, and another type of tables and graphs.

### ****4. To test a hypothesis-****

In this **objective of the research**, the researcher does the causal relationship between the variables (it can also be said that the [hypothesis](https://en.wikipedia.org/wiki/Hypothesis) testing research studies). The hypothesis testing study represents the number of actions like these terms:

(a) Making a formal statement,

(b) Selecting a significance level,

(c) Deciding the distribution use,

(d) Selecting a random sample and computing an appropriate value,

(e) Calculation of the probability,

(f) Comparing the probability.

### ****5. To design or implement the research-****

After the collection of all information, the researcher prepares the structure of a research design for the company so that they can easily describe or identify the structure of a particular research theme. The research designs can be broadcasted into two forms such as experimental designs and non-experimental designs.

After the structure of the research design, the researcher implements them in a problem and find out the optimum factor to solve them.

### ****6. To improve the understanding-****

In this**objectives of the research**, the researcher helps to improve the understanding of a particular topic by asking what else needs to be evidenced before the research is purposeful, or what knowledge could be assembled from a more focused investigation, or scrutiny of the existing findings.

# Research Application in Functional Area of Business

Part of a business’ growth is the deployment of separate departments which functions with specific focus and definitive path. They are structured according to certain business requirements and these departments will vary depending on the type of business being practiced. Knowing the different functional areas of a business is a basic but major necessity for an entrepreneur especially when he’s still in the planning stage.

“**Functional Areas**” is defined as the grouping of activities or processes on the basis of their need and wants in accomplishing one or more tasks. It’s also an alternative term for business unit. Let’s dive right into the list:

1. **Human Resource**

Human resource is the most important asset in the business. The heart of an organization lies on its people. Without people, the day-to-day operation of a business would cease to function. The success of a business relies fully on the hands of the employees working in the company. In order to achieve the company’s goals and objectives, the company’s Human Resource Department is responsible in recruiting the right people with the required skills, qualifications and experience. They’re responsible for determining the salary and wages of different job positions in the company. They’re also involved in training employees for their development.

### Marketing/Promotion

Promotional activities and advertising are the best ways to communicate with your target customers for them to be able to know the company’s products and services. Effective marketing and promotional activities will drive long-term success, profitability and growth in market shares. This department is responsible for promoting the business to generate sales and help the company grow. Its function involves creating various marketing strategy and planning promotional campaigns. They are also responsible for monitoring competitor’s activities.

One good example of a business that develops an effective marketing strategy is Velvet Caviar and how they have completely dominated the market for iPhone Xs Max Case.

### Production

It’s vital for business that the products are in good quality and free from defects. The production department is concerned with manufacturing the products, where inputs (raw materials) are converted into finished output through a series of production process. Their function is to ensure that the raw materials are made into finished product effectively and efficiently and in good quality. This department should also maintain the optimum inventory level.

### Sales

In every business, sales department plays the biggest role in any organization’s success. The sales department is responsible for generating revenue. The sales department is tasked to ensure that the sale of products and services results to profit. The sales department coordinates with the marketing department in terms of brand-awareness, product-launching and more. From the time the product left the production department. Sales need to develop ways on how to sell the product to their target users/customers.

### Customer Service Support

The Customer Service department is responsible for interacting with customers regarding inquiries, complaints and orders. It also includes having a help desk/reception and contact centers. It is important for a business to maintain and create relationship with their customers. Customer service should be provided before, during and after the purchase. This department focuses on giving good service support, especially to potential, new and existing customers. Part of a business’ customer relationship management is having an efficient customer service support. A good relationship with customers will create customer-loyalty.

### Accounting and Finance

Cash flow is the lifeblood of any business. It is important to manage the business’ cash outflows and inflows. The company can’t operate without money. If you can’t handle your money properly, you will lose control of your business. That is where the accounting and finance department comes in, which is a part of the organization that manages the company’s money. This department is responsible for accounting, auditing, planning, and organizing finances. They’re also responsible in producing the company’s financial statements.

### Distribution

No matter how good the product is, it’s deemed useless if it won’t reach customers. If goods are not suitable for the distribution channel, expenses involved in the distribution will be considered wasted. The distribution department is responsible for receiving orders and delivering orders to the customer at the right place, at the right time.

### Research and Development

Innovation is the key to every business’ future. Through innovation, it will open new competitive advantage for the company. Research and Development acts as the catalyst in the innovation process. They will be responsible for innovations in product, creating its new design and style. As well as for searching new ways of producing their products by being updated with regards to the latest technological and economic trends.

### Administrative and Management

The administrative and management is the backbone of the business. The administrative and management’s function is to handle the business, planning, decision-making, and also financial review. This department links with other departments to ensure the smooth flow of information and operations.

### Operations

The Operations department is held responsible for overseeing, designing and controlling the process of production and redesigning business operations if necessary. In a manufacturing company, operations department designs processes to produce the product efficiently. They also have to acquire materials and maintenance of equipment, supplies and more.

### Information Technology Support

Computers and information systems are very essential in business nowadays. The IT department acts as the backbone of a smooth operation involving the latest technology relevant to the business. This department is responsible for creating software/s for other departments, providing direct operating assistance in software-use and data-management to maintain functional areas in the organization.

### Purchasing

Purchasing is a basic function of an enterprise especially in manufacturing companies. The purchasing department is responsible for the procurement of raw materials, machineries, equipment and supplies. This department ensures that the materials needed are in the right quantity, at the right price, made available in the right time, from the right supplier. It is also their task to inform the top management of the changes of the price or material development that could affect the company’s sales.

### Legal Department

The legal department is tasked to oversee and identify legal issues in all departments. The department may also offer training and assistance with employee manuals to ensure that the company and its employees are kept up-to-date on workplace law and handles filing of legal documents on government agencies. They also handle customer complaints in a professional style and represent the company if sued. They act as the official & formal representative/s in behalf of the company or the founder.

# Scientific Inquiry

**Scientific inquiry** has two primary functions. Firstly, it provides a description of how scientific inquiry is conducted in practice. Secondly, it gives an explanation of why scientific inquiry successful in arriving at genuine knowledge at the end of its process. Scientific inquiry extends beyond development of process skills such as observing, inferring, classifying, predicting, measuring, questioning, interpreting and analyzing data, which must occur in that order for proper scientific inquiry to happen.

**Scientific inquiry** refers to the diverse ways in which scientists study the natural world and propose explanations based on the evidence derived from their work. Scientific inquiry includes the traditional science processes, but also refers to the combining of these processes with scientific knowledge,critical thinking and scientific reasoning to develop scientific knowledge.

## What is a research problem?

It’s a clear and definite statement or expression about your chosen area of concern, a difficulty to eliminate, a condition to improve, or a troubling problem that exists in theory, literature, and practice. A research problem indicates a need for its meaningful investigation. It doesn’t state how to do something and a researcher shouldn’t present a value question or offer a broad [research proposal](https://prothesiswriter.com/blog/how-to-write-a-research-proposal).

***A research problem is****a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation. In some social science disciplines the research problem is typically posed in the form of a question. A research problem****does not****state how to do something, offer a vague or broad proposition, or present a value question.*

***The purpose of a problem statement is to:***

1. ***Introduce the reader to the importance of the topic being studied****. The reader is oriented to the significance of the study and the research questions or hypotheses to follow.*
2. ***Places the problem into a particular context****that defines the parameters of what is to be investigated.*
3. ***Provides the framework for reporting the results****and indicates what is probably necessary to conduct the study and explain how the findings will present this information.*

## How to identify a research problem?

After choosing a specific topic for your academic paper, you need to state it as a clear research problem that identifies all the issues that you’ll address. It’s not always simple for students to formulate it. In some fields, they may end up spending a lot of time thinking, exploring, and studying before getting a clear idea of what research questions to answer.

Some topics are too broad to give a researchable issue. For example, if you decide to study certain social issues, like child poverty, remember that they don’t provide any researchable question. These are very broad to address and take a lot of time and resources to become unfeasible so that your study will lack enough focus and depth.

### What is a statement of a research problem?

An adequate statement of your research problem plays an important role in the success of your academic paper and study. It’s possible to generate a number of researchable issues from the same subject because there are many issues that may arise out of it. Your study should pursue only one in detail.

### Basic characteristics of research problem

For your research problem to be effective, make sure that it has these basic characteristics:

* Reflecting on important issues or needs;
* Basing on factual evidence (it’s non-hypothetical);
* Being manageable and relevant;
* Suggesting a testable and meaningful hypothesis (avoiding useless answers).

## Formulating your research problem with ease

Formulating your [research problem](https://library.sacredheart.edu/c.php?g=29803&p=185918) enables you to make a purpose of your study clear to yourself and target readers. Focus your paper on providing relevant data to address it. A problem statement is an effective and essential tool to keep you on track with research and evaluate it. How can you formulate a powerful research problem? Consider 5 ways to formulate the research problem:

* Specify your research objectives;
* Review its context or environment;
* Explore its nature;
* Determine variable relationships;
* Anticipate the possible consequences of alternative approaches.

### Specific research objectives

A clear statement that defines all objectives can help you conduct and develop effective and meaningful research. They should be manageable to bring you success. A few goals will help you keep your study relevant. This statement also helps professors evaluation the questions your research project answers and different methods that you use to address them.

### Review the context of your research problem

It’s necessary to work hard to define and test all kinds of environmental variables to make your project successful. Why do you need to do that? This step can help you define if the important findings of your study will deliver enough data to be worth considering. Identify specific environmental variables that may potentially affect your research and start formulating effective methods to control all of them.

### Why explore the nature of your research problem?

Research problems may range from simple to complex, and everything depends on a range of variables and their relationships. Some of them can be directly relevant to specific research questions, while others are completely unimportant for your project.

Why should you understand their nature? This knowledge enables you to develop effective solutions. To get a deep understanding of all dimensions, think about focus groups and other relevant details to provide the necessary insight into a particular question.

### Determine variable relationships

Scientific, social, and other studies often focus on creating a certain sequence of repeating behaviors over time. What does your project entail? Completing the entire process involves:

* Identifying the variables that affect possible solutions to your research problem;
* Deciding on the degree to which you can use and control all of them for study purposes;
* Determining functional relationships between existing variables;
* Choose the most critical variables for a solution of your research problem.

During the formulation stage, it’s necessary to consider and generate as many potential approaches and variable relationships as you can.

### What are the consequences of alternative approaches?

There are different consequences that each course of action or approach can bring, and that’s why you need to anticipate them. Why communicate possible outcomes? It’s a primary goal of any research process.

## Structuring your research problem

Look at scientific papers to notice their research questions because they are crucial for determining the quality of answers, methods, and findings. Quantitative designs use deductive reasoning to state a testable hypothesis. Qualitative methods use inductive reasoning to make a strong statement of your future [thesis](https://prothesiswriter.com/blog/how-to-write-a-thesis-introduction).