

# Research problem

Chart



Research problem

Step 1

## ✓ Ontology

Focuses on understanding the existence of beings/things how they came about, why and how they work and relate to one another.

## ✓ Epistemology

A process of truth finding, differentiating beliefs from facts to gain knowledge (insights).

Positivism

A way to obtain and verify data through empirical evidence.

Interpretivism

A way to gain insights through discovering meanings by improving our comprehension of the whole.

Theory

Provides with a viewpoint, a philosophical stance about research.

Step 2

## ✓ Ethics

The moral principles or rules of conduct for an activity or group.

Methodology

Provides the approach to a research project, and enables conclusions about possible methods.

Step 3

Sampling

A procedure to choose, identify and gain access to the unit of research.

Methods

Constitute research tools which provide the researcher with data.