1. PROBLEM DISCOVERY AND DEFINITION

Problem Discovery

Selection of Exploratory Technique

Secondary (Historical)  Experience Survey  Pilot Study  Case Study

Problem identification (Statement of Research Objectives)

2. RESEARCH DESIGN

Selection of Basic Research Method

Experiment Lab / Field  Survey Interview  Observation  Secondary Data
3. SAMPLING

Selection of Sample Design

Probability and Non-Probability

4. DATA GATHERING

Collection of Data (Fieldwork)

5. DATA PROCESSING AND ANALYSIS

Editing and Coding Data

Data Processing

Interpretation of Findings

6. CONCLUSION AND REPORTS

Reports