



Primer

Research Methods Essentials

Prepared by: The Center team **Language:** English **Axis:** Research basics

Abstract

This primer introduces the vocabulary and logic of research methods: how a research question shapes the design, how data are collected and analysed, and how findings are reported with appropriate caution.

Contents

- 1 What research methods are
- 2 Quantitative, qualitative and mixed designs
- 3 Sampling and data quality
- 4 Reporting with care

1. What research methods are

Research methods are the systematic procedures used to collect and analyse evidence. A method is chosen because it fits the question being asked, not because it is familiar or convenient.

2. Quantitative, qualitative and mixed designs

Quantitative designs measure variables and test relationships using numerical data. Qualitative designs explore meaning, context and experience through words and observation. Mixed designs combine both when a single approach cannot answer the question fully.

3. Sampling and data quality

A sample should be described clearly: who was included, how they were selected, and what the limits of that choice are. Data quality depends on well-tested instruments, consistent procedures and careful recording.

4. Reporting with care

A good report states the question, the design, the main results and the limitations in plain language. Claims should never be stronger than the evidence that supports them.

Key points

- ◆ Match the method to the question
- ◆ Describe the sample transparently
- ◆ Record procedures consistently
- ◆ State limitations openly

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