Figure 4-2  The Research Process

CONCEPTUALIZATION
Specify the meaning of the concepts and variables to be studied

OPERATIONALIZATION
How will we actually measure the variables under study?

CHOICE OF RESEARCH METHOD
Experiments
Survey research
Field research
Content analysis
Existing data research
Comparative research
Evaluation research

OBSERVATIONS
Collecting data for analysis and interpretation

DATA PROCESSING
Transforming the data collected into a form appropriate to manipulation and analysis

ANALYSIS
Analyzing data and drawing conclusions

APPLICATION
Reporting results and assessing their implications

POPULATION AND SAMPLING
Whom do we want to be able to draw conclusions about? Who will be observed for that purpose?