



RESEARCH 101

Every
discovery
begins with a
question.

Research starts when we become curious
about how, why, or what.



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No. 01

What is Research?



Research is the process of :

- Asking the right question
- Gathering reliable information
- Finding meaningful insights

Research = Curiosity guided by evidence



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Why Research Matters

A good question alone isn't enough.

Research helps you:

- Understand problems clearly
- Test ideas with evidence
- Reduce assumptions
- Make informed decisions



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The Research Process

Most research follows this flow:

- Start with a question
- Explore existing knowledge
- Collect relevant data
- Analyze the findings
- Share insights



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Understanding Research Data

Quantitative Research

Uses numbers to measure patterns.

Qualitative Research

Uses experiences to explain meaning.

Together they help us see the full picture.



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Start Thinking Like a Researcher

Next time you face a problem, ask:

- What question should I explore?
- What evidence can help?
- What insight can I discover?

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