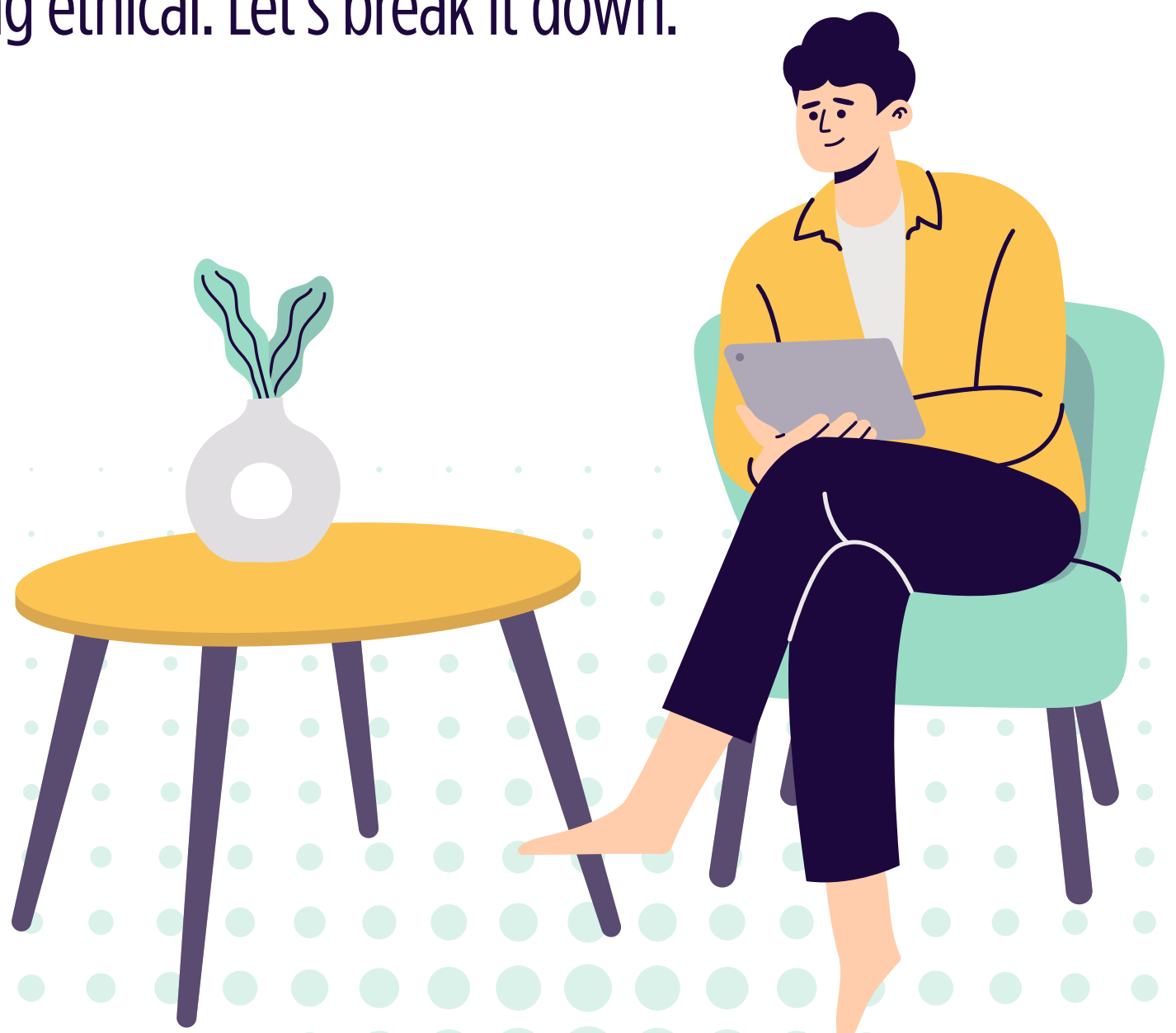


RESEARCH 101

FROM IDEA TO INSIGHT

Research isn't just data it's about asking the right questions, following the right process, and staying ethical. Let's break it down.



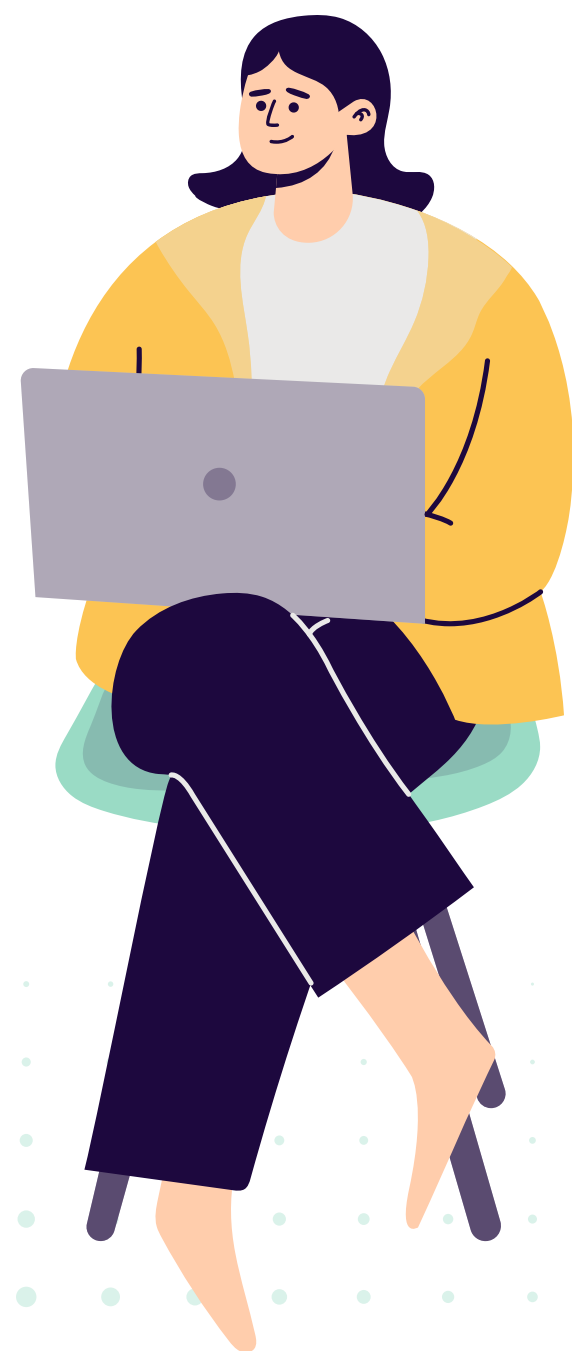


Why Ethics Matter in Research

Ethics matter because respondents should feel safe and comfortable.

Honest
Transparent
Respectful

Good research = Responsible research





What is a Hypothesis?

A hypothesis is a testable assumption.

It answers:

What do you expect to happen?

Example:

Regular exercise improves mental health

It gives direction to your research.





Reliability vs Validity

Reliability → Consistency (Same results every time)

Validity → Accuracy (Measuring the right thing)

Reliable + Valid = Strong research





Research Design Basics

It's your research plan.

It defines:

- What to study
- How to collect data
- How to analyze it

A clear design = Clear results





Research Report

How to Present Research

A good research report includes:

- Objective
- Method
- Findings
- Conclusion

Keep it clear, structured, and evidence-based.



Think Like a Researcher

Ask yourself:

- Is my research ethical?
- What am I testing?
- Are my results reliable & valid?

Research is not just a process, it's a way of thinking.



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