

Context and research questions

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Theory is knowledge that
doesn't work. Practice is
when everything works
and you don't know why.

Hermann Hesse

PICTUREQUOTES.COM

Objectives



Understand the significance of research context



Learn how to formulate precise research questions



Apply these concepts through practical exercises



Engage in discussions to refine understanding

Question everything

Whitout a question, research has no focus, drive or purpose

Research is an

Organized
and
systematic way on finding

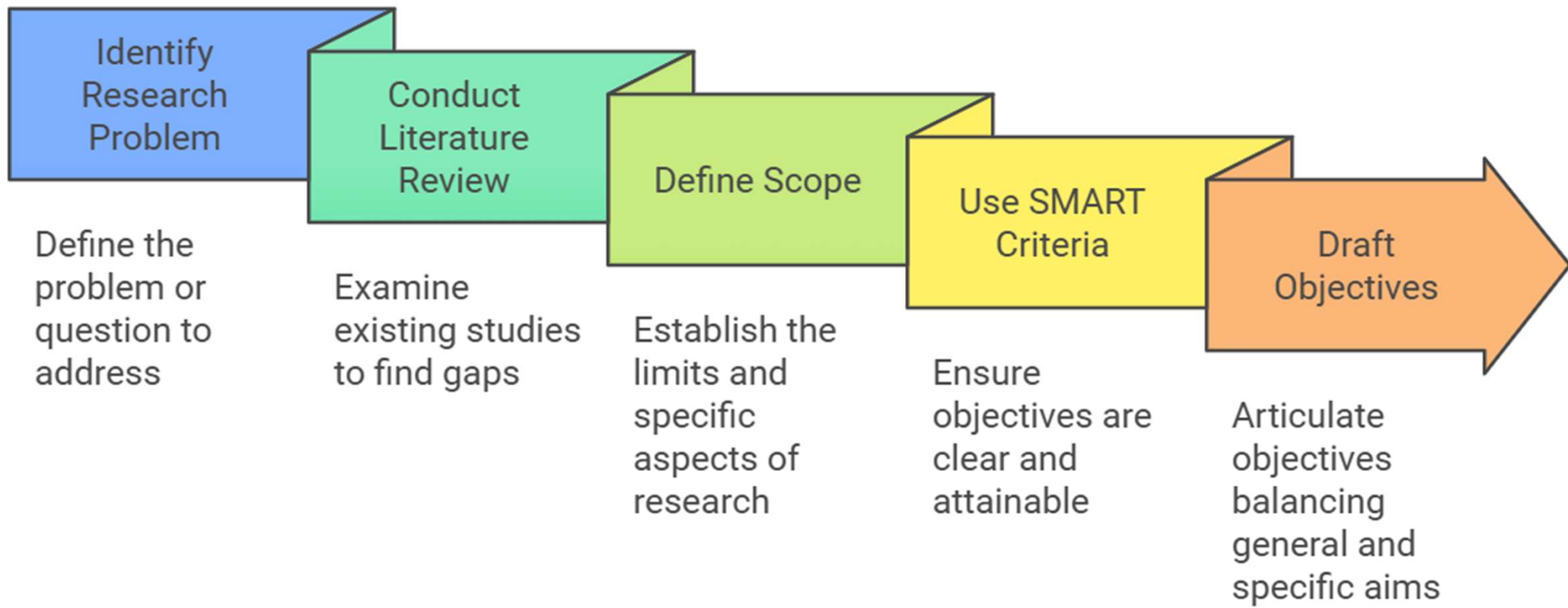
Answers
to
questions

In order to solve Problems

It's a matter of attitude

Question everything is a must-do habit for designers, marketers, researches and sucessfull people

Developing Research Objectives



Phân tích đề cương mẫu

Bối cảnh nghiên cứu

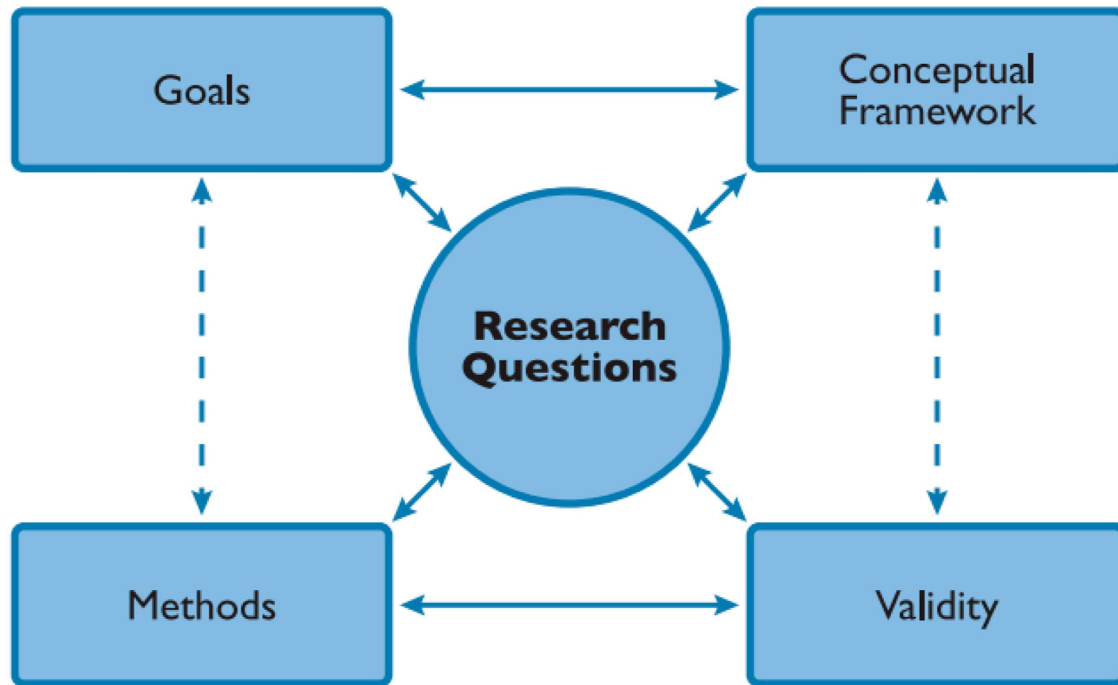
Vấn đề nghiên cứu

Đánh giá tổng quan tài liệu

Đánh giá mục tiêu nghiên cứu

Đánh giá câu hỏi nghiên cứu

Research Objectives / Questions



Main Objective

- ONE major objective

Several specific objectives (2-3)

- To determine...
- To identify...
- To construct...
- To suggest...
- To examine...

Practice

