Unit 1 : Introduction

The 6Ps of Research

1st P - Purpose

- Purpose: Define the aim and objectives of the research

- Clarify what you intend to achieve with your study

- Example: "To investigate the impact of social media on consumer behavior.“

2nd P - Plan

- Plan: Outline the methodology and approach
- Describe how you will conduct your research
- Example: "Conducting surveys and interviews to gather data."

3rd P - Perspective

- Perspective: Consider the theoretical framework and viewpoint

- Discuss the theoretical foundations guiding your research

- Example: "Utilizing the social cognitive theory to analyze behavior."

4th P - Parameters

- Parameters: Define the scope and limitations
- Specify what is included and excluded in your study
- Example: "Limiting the study to participants aged 18-35."

5th P - Proof

- Proof: Present evidence and findings

- Share the results of your research

- Example: "Graphs showing the correlation between social media usage and purchasing decisions."

6th P - Publication

- Publication: Share your research with the academic community

- Discuss avenues for dissemination and sharing findings

- Example: "Presenting at conferences and publishing in peer-reviewed journals."

Product of Research: Outcomes of Research

Introduction

- Research generates various outcomes that contribute to knowledge and societal advancement.

New Discoveries

- Research often leads to the discovery of new knowledge, facts, or phenomena.
- These discoveries expand the boundaries of human understanding and may have profound implications for science and society.

Innovations and Inventions

- Research drives innovation by inspiring the development of new technologies, products, and processes.
- Innovations resulting from research can revolutionize industries and improve quality of life.

Publications

- Research findings are disseminated through publications such as academic journals, books, and conference proceedings.
- Publications serve to share knowledge with the academic community and the public, fostering further research and dialogue.

Policy Implications

- Research often informs policy decisions by providing evidence-based insights into social, economic, and environmental issues.

- Policymakers rely on research to develop effective strategies and interventions for addressing challenges and promoting societal well-being.

Personal and Professional Development

- Engaging in research enhances critical thinking, problem-solving, and analytical skills.

- Researchers also develop expertise in their respective fields, contributing to their personal and professional growth.

Collaboration and Networking

- Research fosters collaboration and networking among researchers, institutions, and stakeholders.
- Collaborative research initiatives facilitate the exchange of ideas, resources, and expertise, leading to synergistic outcomes.

Conclusion

- The outcomes of research include new discoveries, innovations, publications, policy implications, personal and professional development, and collaboration.
- These outcomes collectively contribute to advancing knowledge and addressing societal challenges.