UHB2422
ADVANCED ENGLISH FOR ACADEMIC WRITING

METHODOLOGY

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STRUCTURE OF REPORT

Preliminary Section

- Title Page
- Letter of Transmittal*
- Abstract
- Acknowledgement
- Table of Contents
- List of Abbreviations
- List of Symbols
- List of Tables
- List of Figures
- List of Appendixes

Main Section

- Introduction
- Literature Review
- Methodology
- Findings and Discussion
- Conclusions
- Recommendations

Supplementary Section

- References
- Appendices

Preliminary Section

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Main Section

1. Introduction
2. Literature Review
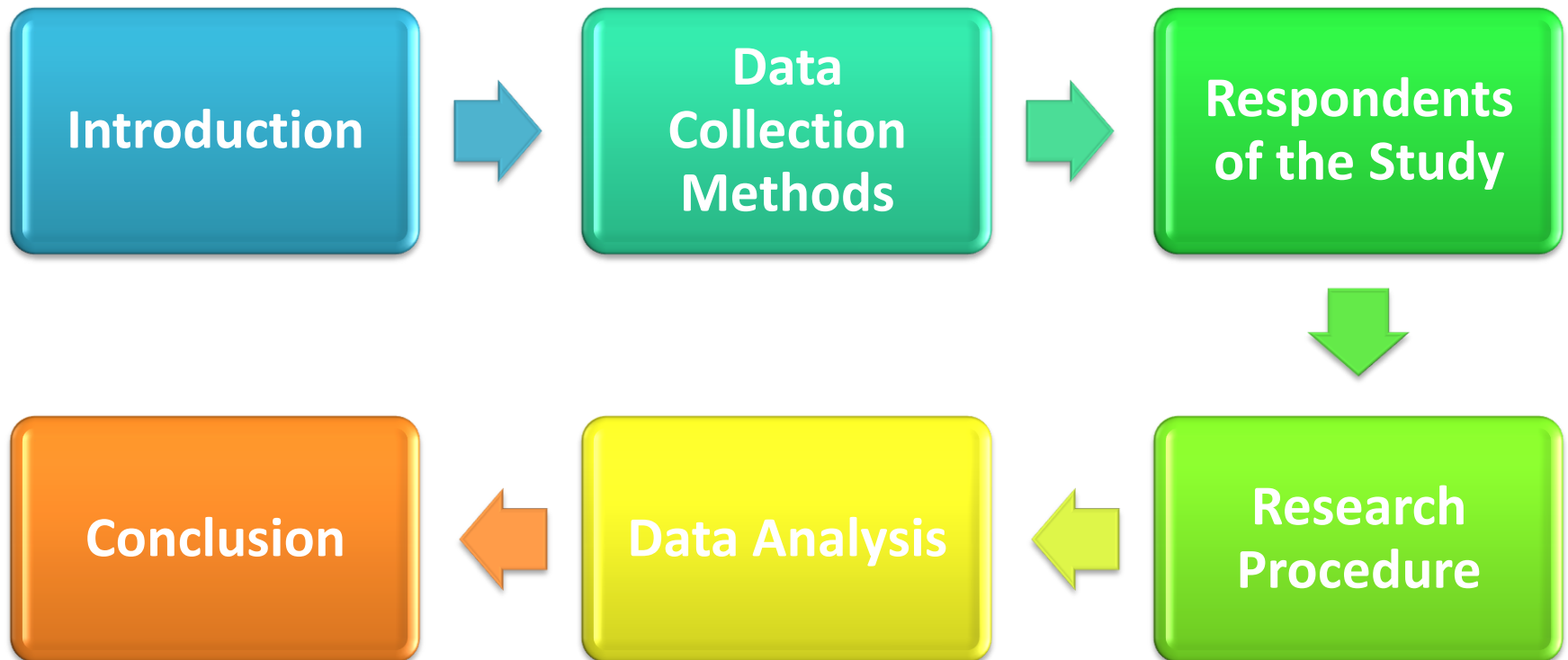3. Methodology
4. Findings and Discussion
5. Conclusions
6. Recommendations

Supplementary Section

- References
- Appendices

Introduction
- purpose/objectives of the research
- issue/problem investigated

Data Collection Methods
- methods used i.e. qualitative, quantitative, or both;
- the instruments used i.e. questionnaire, observation, interview, and/or experimentation.

Respondents of the Study
- population and sample/respondents i.e. sample size, gender, location

Research Procedure
- step-by-step how data were collected

Data Analysis
- how results were obtained from the collected data

Conclusion
- summary of the chapter
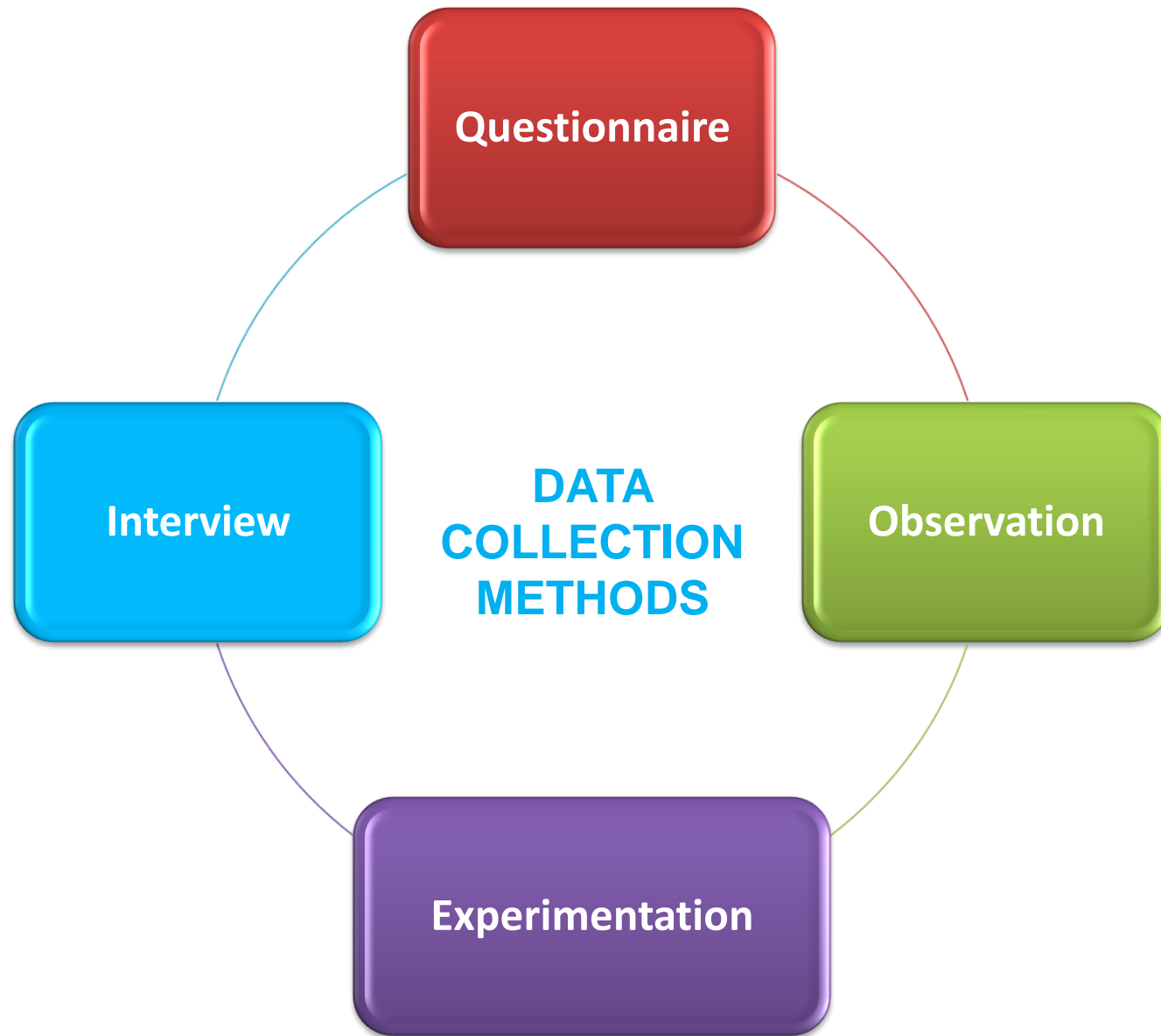
TYPES OF DATA

Primary

Secondary

Primary Data

Secondary Data

- data collected by the researcher

- through observations, measurements, surveys, questionnaires, experiments, field observations etc.

- data gathered by other investigators

- published in any form that can be used.

UTM

Mail

Electronic questionnaire

Distribution of Questionnaire

Hand delivered questionnaire

Telephone survey

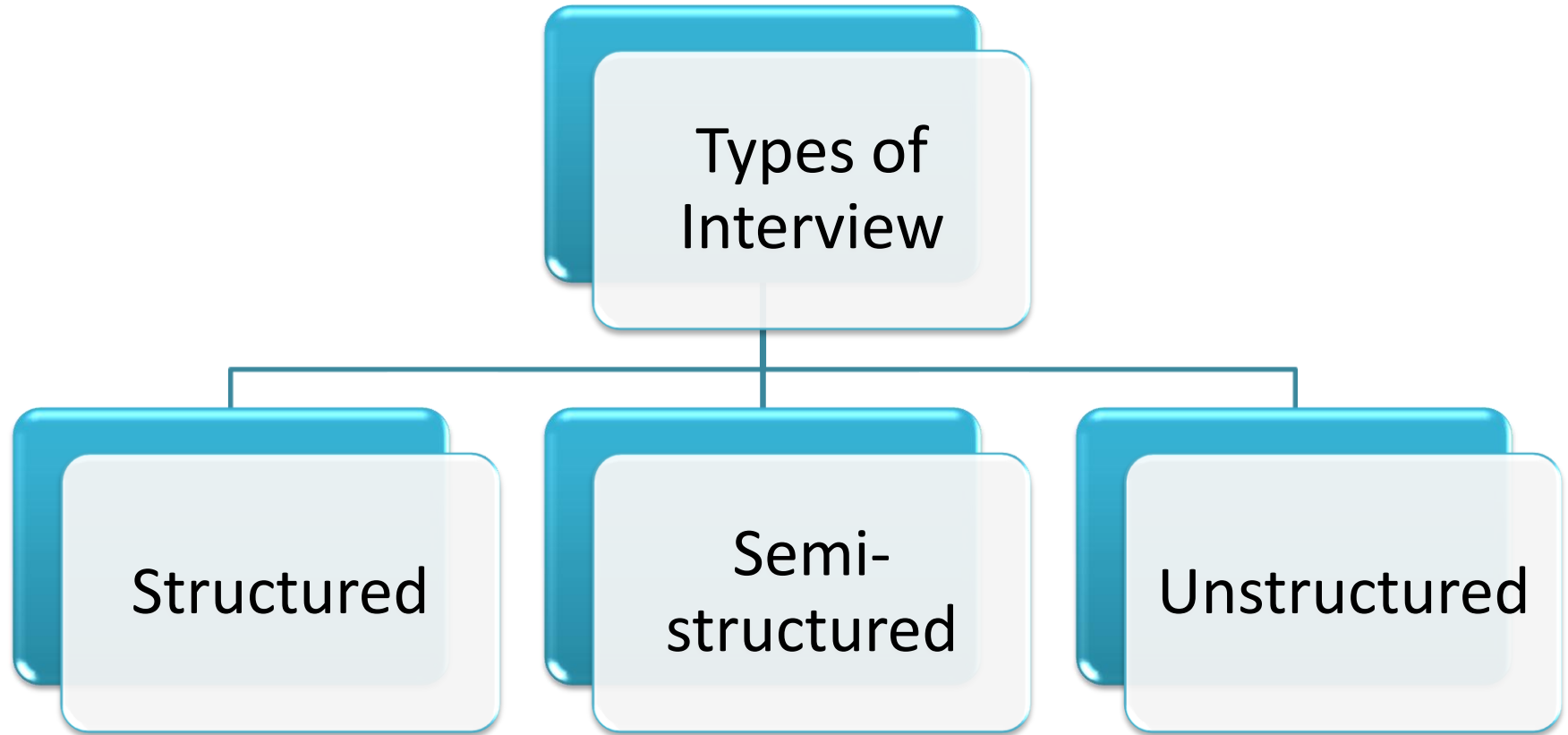# Types of Questions

Open-ended

Closed-ended

Yes-No

Scale

Listing

Ranking

Category

INTERVIEW

Face-to-face interview

Telephone interview

Types of Interview

Structured

Semi-structured

Unstructured

Structured

- follow rigidly to a list of prepared questions

Semi-structured

- ask both prepared and unprepared questions

Unstructured

- no prepared questions

OBSERVATION

- Describes the observed phenomenon as they occur in the setting

Observation

- May take many forms:

  - As participation observation

  - As an observer

Observation(cont)

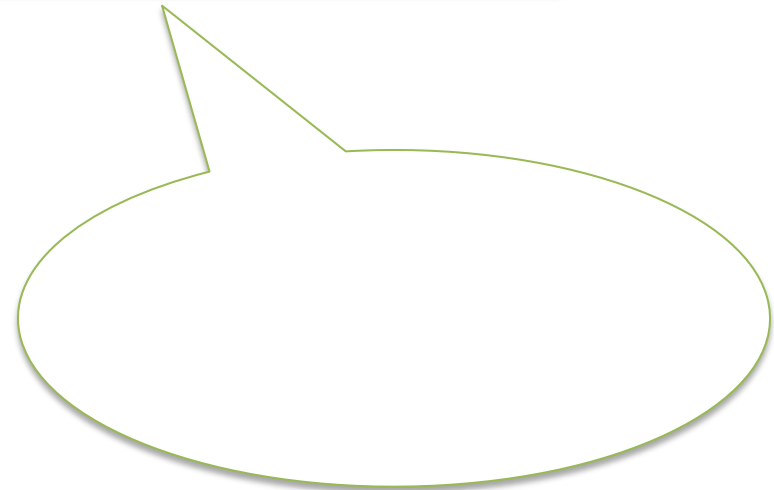- use a structured form for recording the information observed

What to observe

When to observe

How to observe

Observation Questions

How to observe

EVALUATION OF INSTRUMENTS

- Feasibility

- Validity

- Reliability

Feasibility

- Appropriateness of a particular instrument to a particular data collection need

Validity

- The ability of the instrument to fulfill the function for which it is being used

Reliability

- Degree to which a particular instrument provides consistent measures of whatever it does measure.

The instrument must be appropriate to the research method being adopted

SAMPLING

- To provide accurate estimates of unknown parameters from sample statistics that can be easily calculated

Probability (Unbiased) Sampling

- Simple random

- Systematic

- Stratified

- Cluster/area

Non-probability (Biased) Sampling/ Purposive sampling

- Purposive

- Convenience

- Judgmental

- Quota

Simple Random Sampling

- Equal probability of each element of the population to be selected

Systematic Sampling

- Selecting every n^{th} unit from the population

Stratified Sampling

- Dividing a population into strata and samples drawn randomly from each stratum

Cluster Sampling

- Sampling clusters first and then selecting elements within the cluster

Probability (Unbiased) Sampling	**Non-probability (Biased) Sampling/ Purposive sampling**
• Simple random	• Purposive
• Systematic	• Convenience
• Stratified	• Judgmental
• Cluster/area	• Quota

Purposive Sampling

- Selecting a sample by an arbitrary method (criteria) considered important to the study

Convenience Sampling

- Involves selecting people who are most conveniently available to the interviewers

Judgemental Sampling

- The researcher exercises own judgement/ experience to select sample elements

Quota Sampling

- Information collected from the 'quota' of the assigned number of individuals

Reference

Norazman Abdul Majid, Masdinah Alauyah Md Yusoff, Tina Abdullah, Sahirah Marzuki, Zanariah Md Salleh, Faruk Muhammad, Siti Aishah Abd Hamid, & Rohayah Kahar. (2007) *Academic Report Writing: From Research to Presentation.* Petaling Jaya, Malaysia: Prentice Hall.