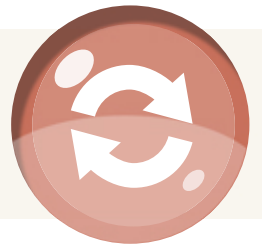


Research problem

Chart



Research problem

Based on Theory/Paradigm?

Positivism

A way to obtain and verify data through empirical evidence.

Hypotheses testing

Methods

Quantitative, experiments

Interpretivism

A way to gain insights through discovering meanings by improving our comprehension of the whole.

Exploratory

Methods

Qualitative, observation