

Ladies and gentlemen,

Today, I'm excited to explain the research methodology in the simplest terms possible. Imagine you're a detective trying to solve a mystery. Research methodology is like your detective toolkit. It's all about how you gather clues and information to answer a big question.

First, we start with a plan--like mapping out a strategy. This is where we decide what question we want to answer, much like identifying the mystery we're trying to solve.

Next, we choose our methods to collect data. Think of it as choosing whether to look for fingerprints or surveillance footage to get the best information. In research, this might mean conducting surveys, interviews, or experiments.

Once we've got our data, we analyze it. This step is like piecing together a puzzle, looking for patterns and insights that give us the answers we seek.

Finally, we draw conclusions and share our findings, much like a detective presenting their case. We explain what we discovered and why it's important.

So, in a nutshell, research methodology is our structured approach to solving questions and learning new things in an organized and reliable way.

Thank you!