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RESEARCH METODOLOGY

A section that compares and differentiates between the two is presented first, followed by the section on research methodology. Then the different types of research methodology are described and the two main types of research methodologies namely qualitative research methodology and qualitative research methodology is discussed. The research methodology that has been utilised for this research is discussed and the reason why the particular research method was chosen with proper justification is explained. Then research methods in general are discussed and the types of research methods suitable for information systems research are explained. The differences between the qualitative and quantitative research methods are elaborated upon. Since secondary data sources have been used in this research, a section is included to discuss the differences between the two and to explain the advantages of using secondary data sources for research. Then the research method, that is, the actual data collection and data analysis method is described and justification is provided on why the particular research method was chosen. Case study research method is combined with grounded theory research method for document analysis of archival data that was accessed via the Internet. Descriptive methods have been used to investigate the opportunities and issues of cloud computing with mobile phones for developing countries.

When you say that you are undertaking a research study to find answers to a question, you are implying that the process: 1. is being undertaken within a framework of a set of philosophies (research approaches); 2. uses procedures, methods and techniques that have been tested for their validity and reliability; 3. is designed to be unbiased and objective. Philosophies mean approaches e.g. qualitative, quantitative and the academic discipline in which you have been trained. Validity means that correct procedures have been applied to find answers to a question. Reliability refers to the quality of a measurement procedure that provides repeatability and accuracy. Unbiased and objective means that you have taken each step in an unbiased manner and drawn each conclusion to the best of your ability and without introducing your own vested interest. (Bias is a deliberate attempt to either conceal or highlight something). Adherence to the three criteria mentioned above enables the process to be called ‘research’. However, the degree to which these criteria are expected to be fulfilled varies from discipline to discipline and so the meaning of ‘research’ differs from one academic discipline to another.

The difference between research and non-research activity is, in the way one finds answers: the process must meet certain requirements to be called research. One can identify these requirements by examining some definitions of research.

The word research is composed of two syllables, re and search. re is a prefix meaning again, anew or over again search is a verb meaning to examine closely and carefully, to test and try, or to probe. Together they form a noun describing a careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles. Research is a structured enquiry that utilizes acceptable scientific methodology to solve problems and create new knowledge that is generally applicable. Scientific methods consist of systematic observation, classification and interpretation of data. Although we engage in such process in our daily life, the difference between our casual day- today generalisation and the conclusions usually recognized as scientific method lies in the degree of formality, rigorousness, verifiability and general validity of the latter.

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Research is a process of collecting, analyzing and interpreting information to answer questions. But to qualify as research, the process must have certain characteristics:
it must, as far as possible, be controlled, rigorous, systematic, valid and verifiable, empirical and critical.

• Controlled - in real life there are many factors that affect an outcome. The concept of control implies that, in exploring causality in relation to two variables (factors), you set up your study in a way that minimizes the effects of other factors affecting the relationship.

• Rigorous - you must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified. Again, the degree of rigor varies markedly between the physical and social sciences and within the social sciences.

• Systematic - this implies that the procedure adopted to undertake an investigation follow a certain logical sequence. The different steps cannot be taken in a haphazard way. Some procedures must follow others.

• Valid and verifiable - this concept implies that whatever you conclude on the basis of your findings is correct and can be verified by you and others. • Empirical - this means that any conclusions drawn are based upon hard evidence gathered from information collected from real life experiences or observations.

• Critical - critical scrutiny of the procedures used and the methods employed is crucial to a research enquiry. The process of investigation must be foolproof and free from drawbacks. The process adopted and the procedures used must be able to withstand critical scrutiny.

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