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MethodologyHussey and Hussey (1997) ...
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4th ed., p.120 In this research deductive
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Chao-Chien Chen, Ph. D. Department of
Leisure & Recreational Management, Asia
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the research process as a whole and is
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¾ Why you collected certain data ¾ What
data you collected ¾ Where you collected
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Paradigm-describes a cluster of beliefs and
dictates what should be studied, how
research should be done and how the
results should be interpreted.
Bryman(2008, p.696) •Research
Methodology-to emphasize an overall
approach to the research process e.g.
Survey or Action ResearchResearch
Methods Business and ManagementIt uses
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