3. Methodology

This section outlines the research design, data collection methods, and analytical procedures adopted to address the research objectives.

3.1 Research Design

A mixed-methods approach was employed, integrating both quantitative and qualitative data to provide a comprehensive analysis of the research questions. The study was implemented in two phases: a survey-based quantitative phase followed by semi-structured qualitative interviews.

3.2 Participants

Participants were randomly selected from a cohort of undergraduate students at XYZ University. Inclusion criteria required participants to be enrolled full-time and over the age of 18. In total, 150 students completed the survey, with 12 participating in follow-up interviews.

3.3 Data Collection Procedures

3.3.1 Survey Instrumentation

A structured questionnaire was administered online, consisting of closed-ended and Likert-scale questions designed to evaluate attitudes and experiences related to the research topic. The questionnaire was piloted with a small group to ensure clarity and validity.

3.3.2 Interview Protocol

Qualitative data were gathered through semi-structured interviews. Interview guides were developed based on preliminary survey findings. All interviews were audio-recorded with consent and later transcribed for analysis.

3.4 Data Analysis

Quantitative data were analyzed using descriptive and inferential statistics with SPSS software. Qualitative transcripts were coded thematically, with recurring concepts identified using a grounded theory approach.

3.5 Ethical Considerations

The research received ethical approval from the XYZ University Institutional Review Board. All participants provided informed consent, and data confidentiality was strictly maintained.

Important Notes

- The methodology should be detailed enough to allow replication by other researchers.

- Clearly define sampling methods and data collection instruments.
- Ethical approval and participant consent are essential for research validity.
- Organize subsections logically (e.g., Design, Participants, Instruments, Procedures, Analysis).
- Use past tense when describing completed methods.