

**A COMPREHENSIVE GUIDE TO RESEARCH METHODS: SYNTHESIZING
APPROACHES, TOOLS, AND PRACTICAL APPLICATIONS FOR NOVICE AND
ADVANCED RESEARCHERS**

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Introdução

Research methodology underpins credible and impactful academic inquiry, allowing scholars to systematically investigate phenomena, test hypotheses, and generate knowledge. Yet, the diversity of available methods—ranging from quantitative to qualitative and mixed approaches—often poses challenges, particularly for novice researchers trying to align research questions with appropriate designs. This article proposes a structured, accessible, and foundational guide to help navigate the complex landscape of research methodologies.

Problema de Pesquisa e Objetivo

How can a structured, practical, and accessible research guide be developed to support both novice and experienced researchers? This study aims to integrate methodologies, data collection and analysis techniques, and digital tools into a comparative framework, grounded in seminal literature, to help researchers navigate and apply scientific methods effectively across various disciplines.

Fundamentação Teórica

The guide is built on foundational works in research methodology. Key references include Creswell (2014) and Yin (2016) for quantitative and qualitative designs, respectively, and Creswell & Plano Clark (2017) for mixed methods. The framework highlights gaps in current literature—such as limited tool integration and lack of practical orientation—by synthesizing contributions from Neuman, Strauss & Corbin, Bardin, and others relevant to applied and academic research contexts.

Discussão

The study resulted in three comparative tables detailing the purposes, strengths, limitations, and tools associated with quantitative, qualitative, and mixed methods. It also includes a decision tree to assist in method selection. Case studies illustrate practical applications of each approach in administration. The tool matrix compares key software options by cost, functionality, and learning curve, offering accessible and strategic guidance for researchers.

Conclusão

This guide consolidates methodological knowledge into a practical, accessible format. It supports both beginners and experienced researchers in making informed choices aligned with their research objectives. While not exhaustive, it bridges the gap between theory and practice through structured synthesis, tool comparison, and real-world examples. The guide encourages further exploration of advanced methodologies and adaptation across disciplines.

Contribuição / Impacto

The guide contributes theoretically by synthesizing methods into a comparative and actionable framework. Practically, it equips researchers with structured tools and examples that simplify complex decisions. It has pedagogical value for teaching research methodology and practical value in applied contexts like business and administration. The work encourages methodological pluralism and enhances accessibility for emerging scholars.

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