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Problem Definition

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The Problem *is* the Problem Itself!!!





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Difference between “Social Problem” and “Research Problem”

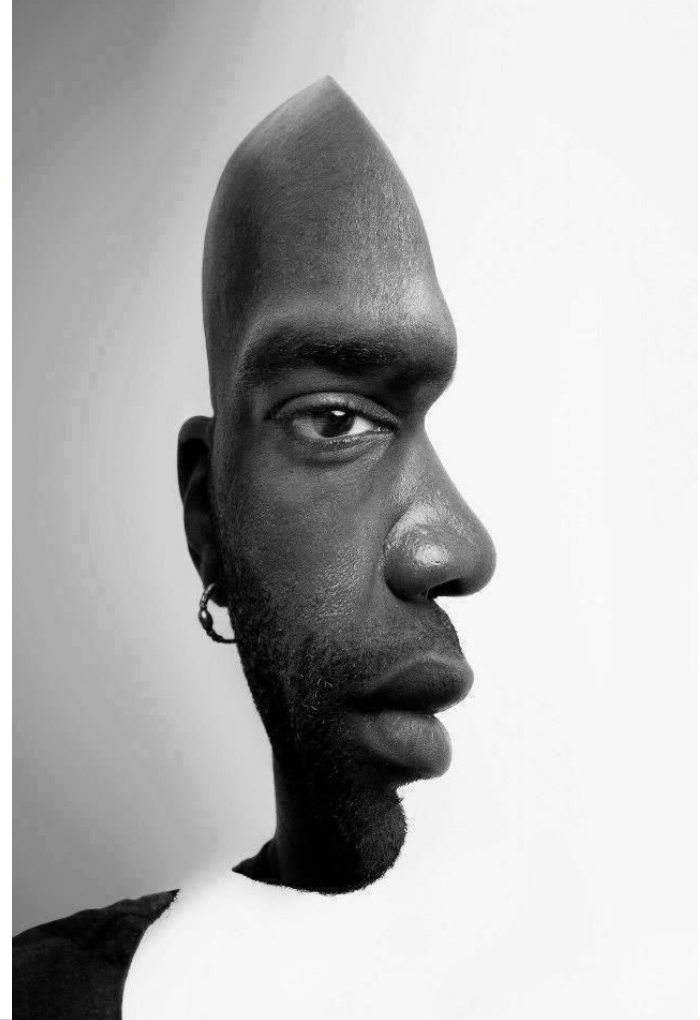


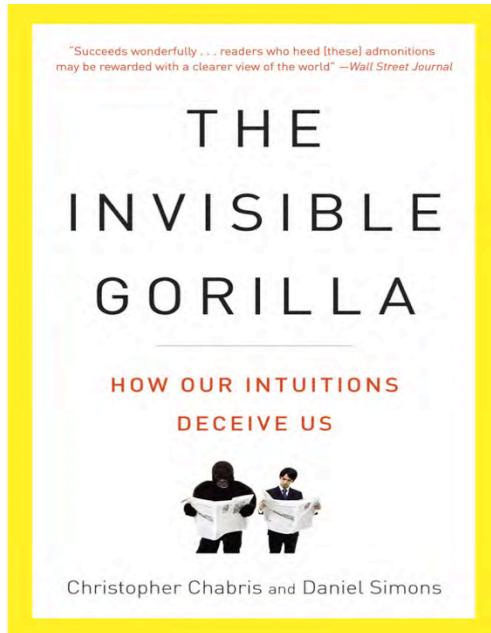
- ❖ Every research begins with a keen observation
- ❖ Is seeing truly believing?
- ❖ Is what you see necessarily what you get?





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- ❖ Everyday illusions
- ❖ Selective attention
- ❖ Inattentional blindness
- ❖ ‘Unintentional cropping’
- ❖ Counter intuitive explanations



Cinema Analogy

Ticket	Entrance	Counter-Intuitive
✓	✓	×
×	✓	✓
×	×	×
✓	×	✓



Cinema Analogy

Ticket	Entrance	Counter-Intuitive
✓	✓	×
×	✓	✓
×	×	×
✓	×	✓



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Anomaly





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Anomaly





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Three Principles:

- ❖ Generalizability
- ❖ Replicability
- ❖ Falsifiability



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