CHAPTER-3

RESEARCH METHODOLOGY

The study will be conducted by making use of qualitative research. The objectives of the study will be pursued by sing a literature review or secondary data analysis. Articles, textbooks, research reports, dissertations, the internet and other scientific publications relevant to data mining will be used. The viewpoint of different authors will be compared and evaluate.

OBJECTIVES OF THE STUDY

The primary objective of the study is to conduct a literature review, or secondary data analysis, of data mining with the intention of gaining a better understanding of the subject matter.

The primary objective will be pursued by dividing the study into the following secondary objectives:

- Define privacy and gain a basic understanding of what data mining is, and what is its role is in other related technologies such as business intelligence.
- Provide an overview of some of the more prominent data mining tasks, techniques and algorithms.
- Identify and suggest a process for conducting data mining.
- Identify some typical uses of applications of data mining in general and in specific industries.
- Discuss typical issues facing organizations that wish to employ data mining as a tool in their business.
- Identify some of the potential societal issues relating to data mining and its implementation.

**LIMITATIONS OF THE STUDY**

The study will focus mainly on privacy and data mining, but no data mining discussion will be complete without at least mentioning some of its related information technologies. The study will not attempt to make data mining experts out of the researcher or the reader, but will focus more on providing a basic understanding of the technology, and its potential effects on how business is conducted.