

RESEARCH DESIGN



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Research Design

The term design means "drawing an outline" or planning or arranging details. It is a process of making decision before the situation arises in which the decision has to be carried out. Research design is planning a strategy of conducting research. It plans as to: what is to be observed, how it is to be observed, how to record observations, how to analyze/interpret the observation and how to generalize. Research design is, thus a detailed plan of how the goals of research will be achieved.



CHARACTERISTICS OF RESEARCH DESIGN

- Neutrality: The results projected in research design should be free from bias and neutral.
- Reliability: If a research is conducted on a regular basis, the researcher involved expects similar results to be calculated every time.
- Validity: There are multiple measuring tools available for research design but valid measuring tools are those which help a researcher in gauging results according to the objective of research and nothing else.
- Generalization: The outcome of research design should be applicable to a population and not just a restricted sample.



TYPES OF RESEARCH DESIGN

- ❖ Quantitative Research
- ❖ Qualitative research.
- ❖ Exploratory Research Design
- ❖ Descriptive Research Design,
- ❖ Diagnostic Research Design,
- ❖ Survey.



QUANTITATIVE RESEARCH

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviours, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than qualitative data collection methods. Quantitative data collection methods include surveys, interviews, longitudinal studies, systematic observations, etc.



QUALITATIVE RESEARCH

Qualitative Research is primarily used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Common methods include focus groups discussions, individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfil a given quota.



EXPLORATORY RESEARCH DESIGN

The purpose of exploratory studies is to formulate a problem for a more precise or specific research or to develop hypothesis. Although, an exploratory study can also be conducted to enhance the familiarity of researcher with the phenomena he wishes to study later some time in a more specific and accurate way. Exploratory studies, thus, help researchers to acquaint themselves with the characteristics of their research problem.



DESCRIPTIVE RESEARCH DESIGN

Descriptive research studies are designed to obtain information concerning the current status of a given phenomenon. Descriptive research is concerning with the existing conditions or relationship, prevailing practices, attitude process and their effects. The aim of descriptive research is to describe "what exists" with respect to variables or conditions in a given situation.



DIAGNOSTIC RESEARCH DESIGN

The diagnostic research is concerned with finding and analysing the cause of a problem. It examines variables leading to diagnose the cause of the problems. The focus of a diagnostic study is on the nature and causes of problem. The course of action used in diagnostic studies must be cautiously planned since the objective here is to diagnose the problem. The research design for these studies must make a much greater provisions for protection against bias.



THANK YOU...