

RESEARCH DESIGN

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INTRODUCTION

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to home in on research methods that are suitable for the subject matter and set up their studies up for success. It is, in other words, a master plan for executions of a research project. It specifies objectives, data collection, analysis method, time, costs, responsibility, probable outcome, and actions. An impactful research design usually creates a minimum bias in data and increases trust in the results. The margin of error in experimental research is generally considered the desired outcome.

DEFINITION

KARLINGER

A research design is a plan, structure and answer to research of investigation. To obtain answer to research question or problems. It includes on outline of what the investigator will do from writing the hypothesis, to the final analysis of data.

THYER

A traditional research design is a blueprint or detailed plan for how a research study is to be completed

ESSENTIAL ELEMENTS OF RESEARCH DESIGN

- ❖ Accurate purpose statements.
 - ❖ Techniques to be implemented for collecting and analyzing research.
 - ❖ The method applied for analyzing collected details.
 - ❖ Type of research methodology.
 - ❖ Probable objections for research.
 - ❖ Setting for the research study.
 - ❖ Timeline
 - ❖ Measurement of analysis
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TYPES OF RESEARCH DESIGN

Basically there can be three types of research design use of particular design depends upon of problem under study.

EXPLORATORY RESEARCH DESIGN

This research design is followed to discover ideas and insights to generate possible explanations. It helps in exploring the problem or situation. It is particularly emphasized to break a broad vague problem statement into similar pieces or sub-problem statements that help forming specific hypothesis.

The exploratory research design is used to increase familiarity of the analyst with problem under investigation. This is particularly true when researcher is new in area, or problem is of different type.

DESCRIPTIVE RESEARCH DESIGN

In this research design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing and presenting collected data. This allows a researcher to provide insights into the **Why** and **How** of research. Descriptive design helps others better understand the need for the research.

It is more specific and purposive study, before rigorous attempts are made for descriptive study, the well defined problem must be on hand. Descriptive study rests on one or more hypothesis. This covers the characteristics of people, materials, socio-economics condition such as their age, education, marital status etc.

EXPERIMENTAL RESEARCH DESIGN

This design establishes a relationship between the cause and effect of a situation. It is a casual design where one observes the impact caused by the independent variable on the dependent variable.

It is highly particle research design method as it contributes to solving a problem at hand. The independent variables are manipulated to monitor the change it has on the dependent variable. It is often used in social sciences to observe human behavior by analyzing two groups.

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