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Research Methodology

Lesson 6 – Research Design

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Objectives of this lesson

- To describe research decision on research design.
- To explore further on research procedures, research protocol, analysis and interpretation of the results.
- To ensure the results are valid and reliable with good research design.

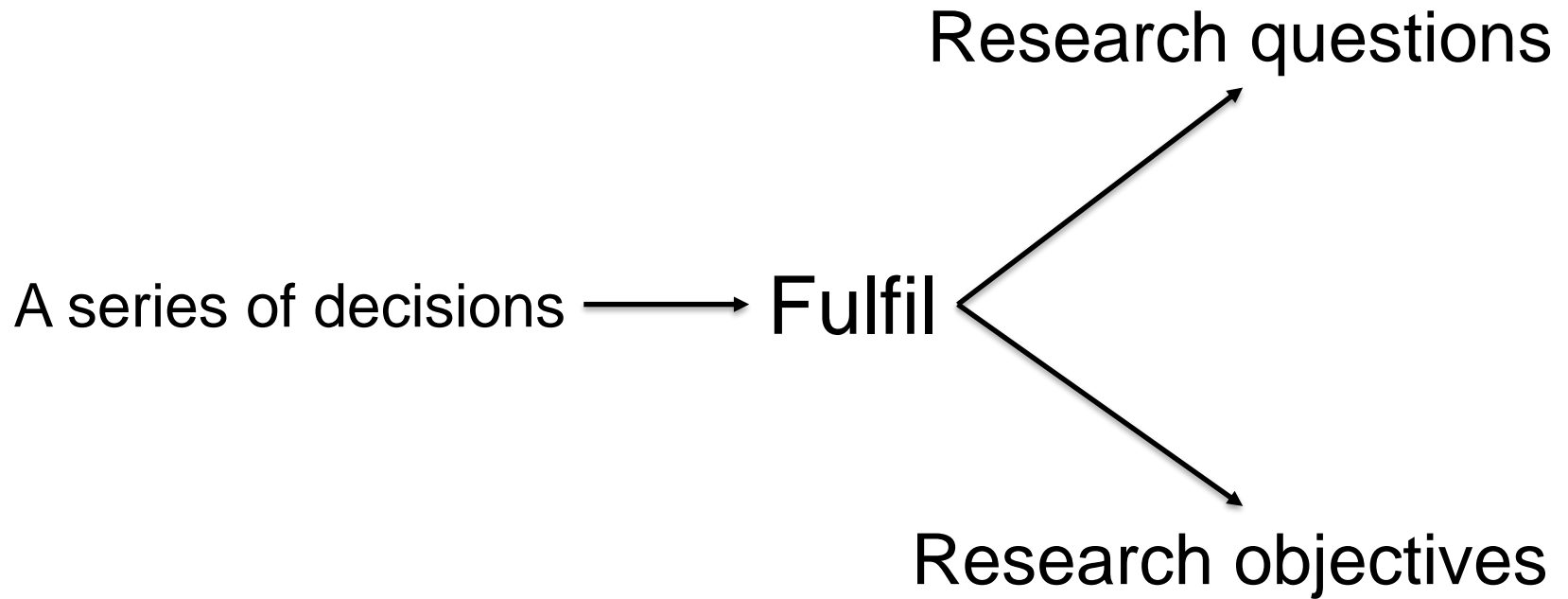
Synopsis

In the brief this lesson will help students to identify proper research design from proper research procedures and research protocol.

Expected outcomes

- Students will be able to conduct proper research with better selection of research design.
- Students are able to understand the type of research, procedure and research protocol.

Research Design



Entails selection

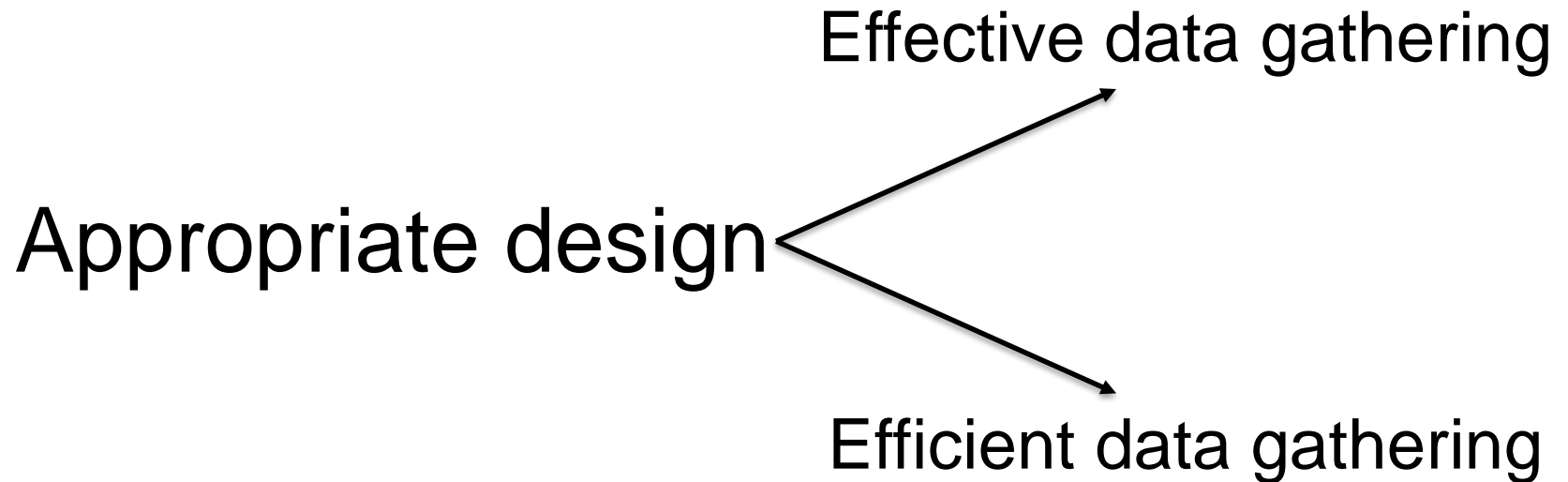
Techniques

Procedures

Protocols

Sampling
plans

Critical view of research design



Valid and reliable



The flow of research design

Research design



Sample of data



Statistical tests

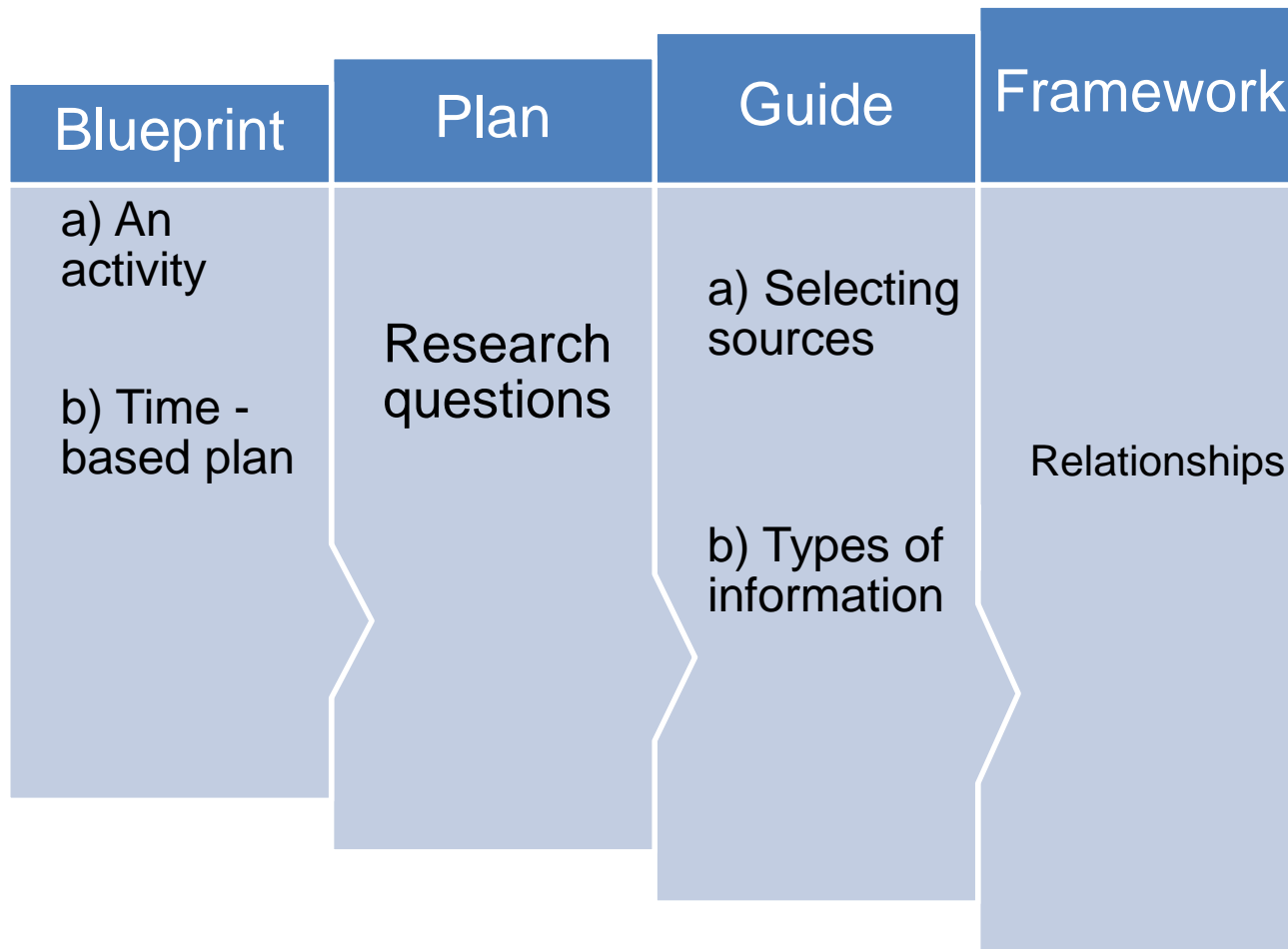


Analysis

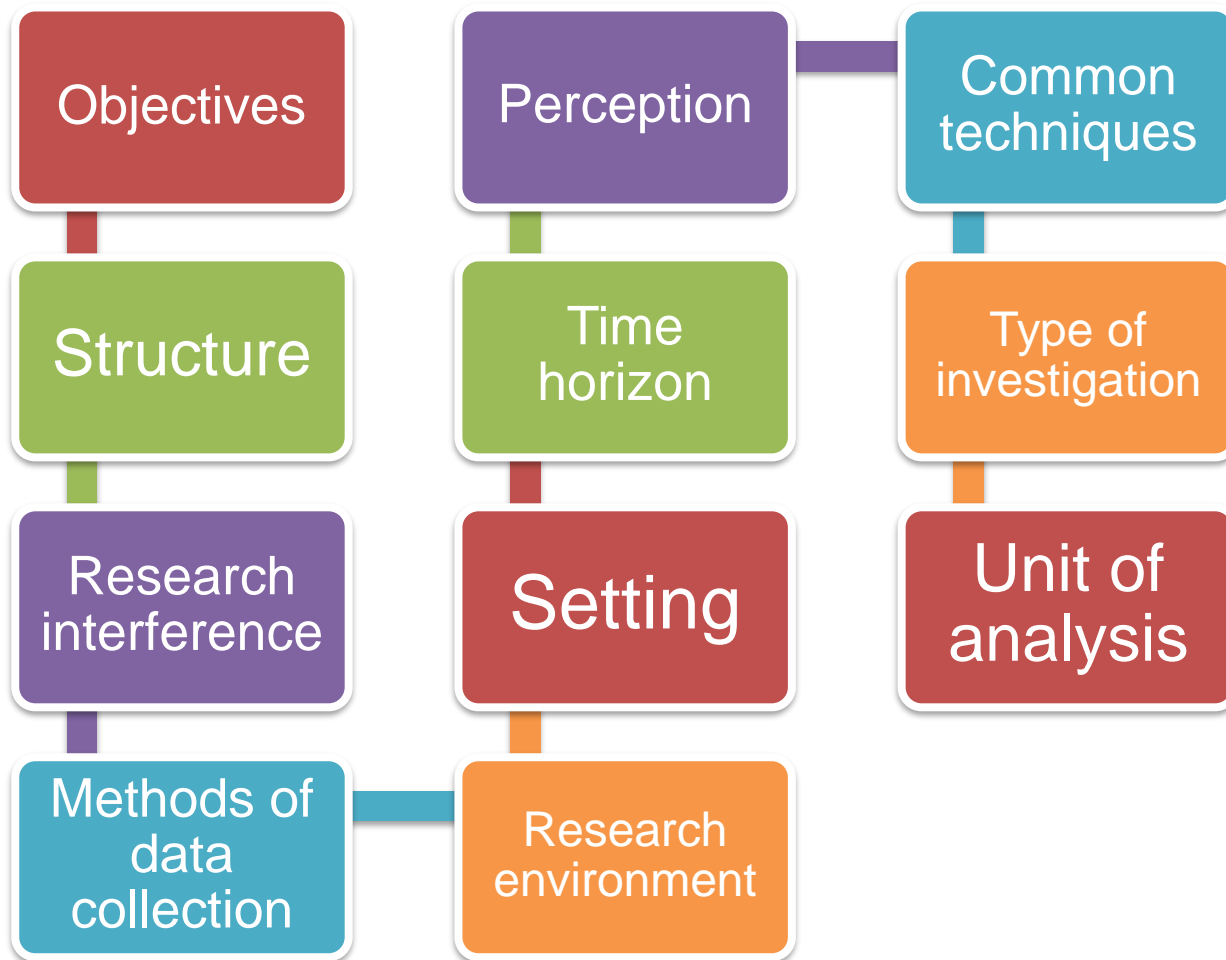


Interpretation

Research element design



Determine research design



Classification of the research purpose



**Exploratory
research**

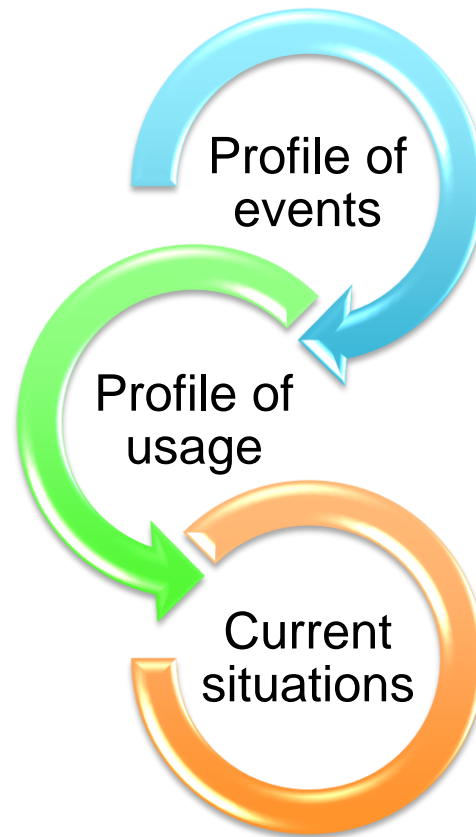
**Descriptive
studies**

**Explanatory
studies**

Exploratory research

- Little information in hand.
- Open questions to understand what is happening.
- Insights about topic of interest.

Descriptive studies



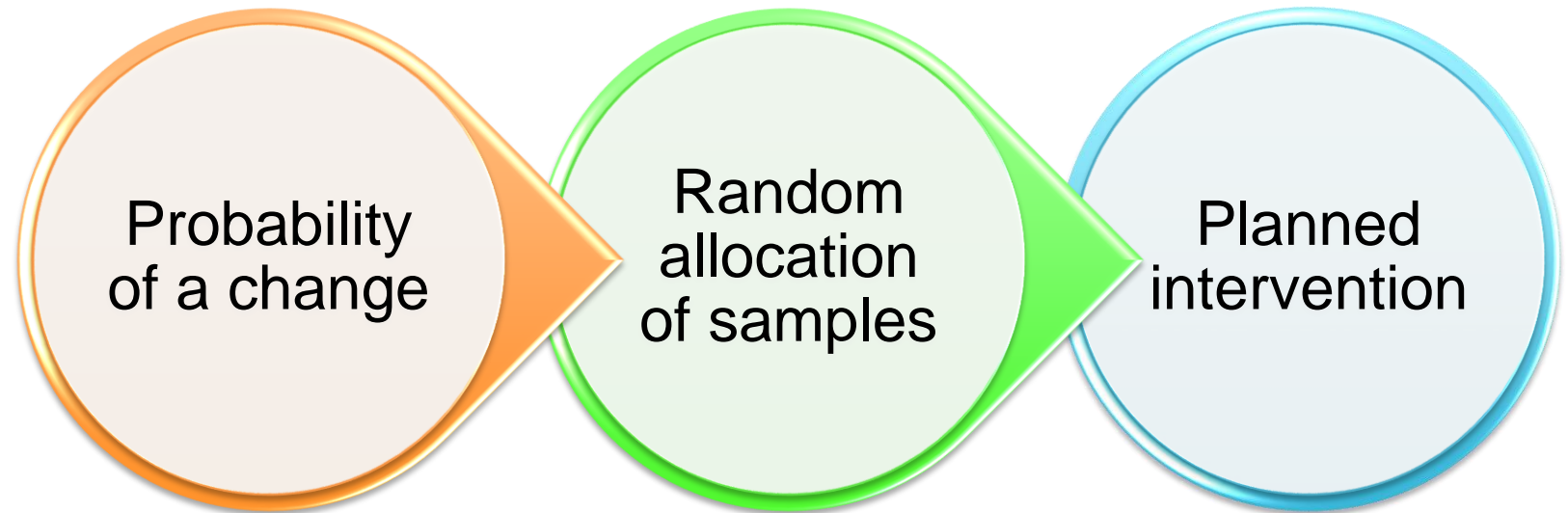
Explanatory studies

Observe a situation to explain the links between variables.

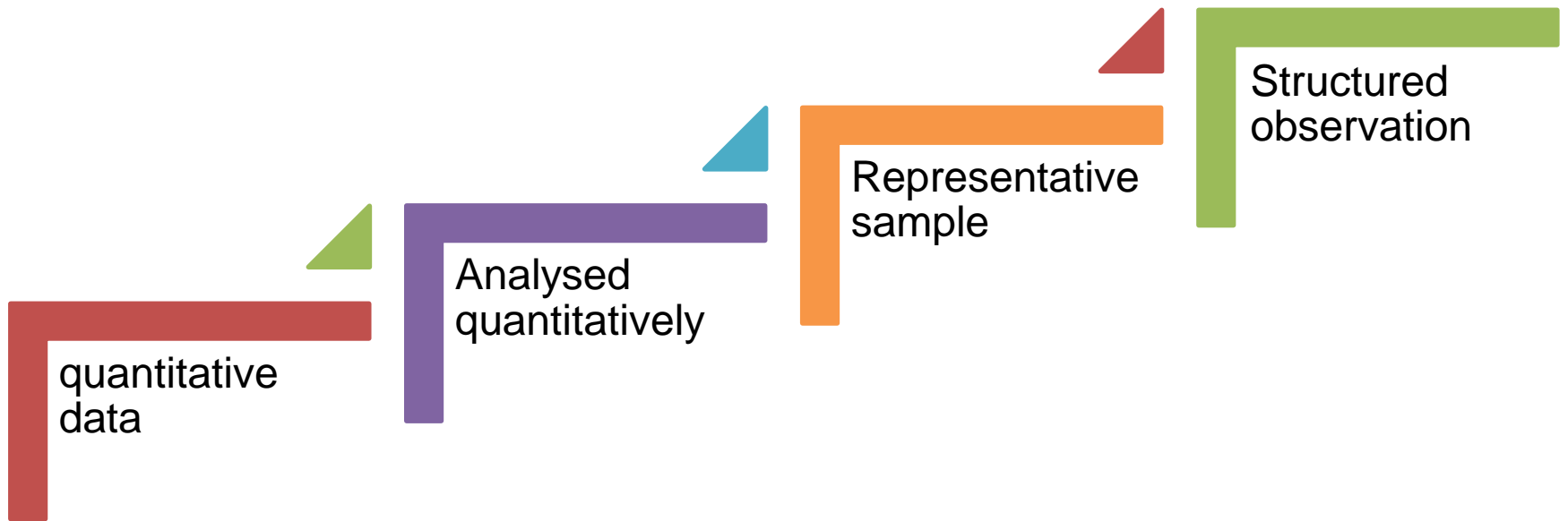
Research Strategies

- Experiment
- Grounded theory
- Ethnography
- Action research
- Survey
- Case study
- Archival research

Experiment



Survey



Case Study



A rich understanding

A real life context

Multiple sources of data

Action research

Research IN action



Grounded theory

Induction
and
deduction

Built a theory

Predict
behaviour

Explain
behaviour

Interpretative
process

Ethnography



Describe the social world

Explain the social world

An extended time period

Naturalistic

Extended participant observation

Archival research

Administrative records (a)

Administrative documents (b)

Constrained by the nature both of (a) & (b)

Summary

- The research design will involve a series of decisions to help scholar to answer research questions and research objectives.
- Careful selection of techniques, sampling plans and follow proper procedures as well as protocol is not only to generate the valid results but also reliable for better insight and interpretation.