

FORMULATION OF RESEARCH DESIGN

Semester – V
CC11: Field Work and Research Methodology
Unit I: Research Methodology

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Research Design

Definition:

A research design is a plan, structure and strategy of investigation... to obtain answers to research questions or problems. It includes an outline of what the investigator will do from writing the hypotheses ...to the final analysis of data. (Kerlinger 1986: 279))

A traditional research design is a blueprint or detailed plan for how a research study is to be completed. (Thyer 1993: 94)

What does it do?

According to Selltitz, Deutsch and Cook: (1962: 50)

‘A research design is the arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure’.

Considerable matter to prepare Research Design

- **1. Purpose of research**
 - ❖ Exploration
 - ❖ Description
 - ❖ Explanation
- **2. Unit of Analysis**
 - ❖ Individuals
 - ❖ Groups
 - ❖ Social organizations
 - ❖ Social artifacts

- **3. Topics of research**
 - ❖ Characteristics
 - ❖ Orientation
 - ❖ Actions
- **4. The time dimension**
 - ❖ Cross sectional studies
 - ❖ Longitudinal studies

Characteristics of Research Design:

- Suitable for accurate data collection
- Flexible
- Ability for testing hypothesis
- Reflection of constant error
- Decrease of random error
- Related to the objectives of the research
- Guidelines for proper utilize of wealth

Purposes/ Objectives of Research Design:

- To provide answer to research questions.
- To control variance
- To identify the error of research
- To identify the causal relations
- Logical conclusion

Importance of Research Design:

- To lead the research in specific way
- Revision of error
- Continuity of research work
- Helping to identify the suitable methods and techniques
- To acquire research purpose
- To prevent misuse of wealth, time and labour

Classification of Research Design:

Depends on purpose and nature research design classified into different types. According to Mc Grant (1970) research design classified into 5 types

1. Controlled experiments
2. Study
3. Survey
4. Investigation
5. Action research

Social Researcher classified research design into three types:

1. Experimental design
2. Quasi- Experimental design
3. Non-Experimental design

Important Questions:

1. What is research design?
2. Mention the characteristics of research design.
3. Classify research design.
4. What are the major objectives of research design?

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