



# Research Design



# AGENDA

Definitions:

Purpose of research design

# RESEARCH DESIGN



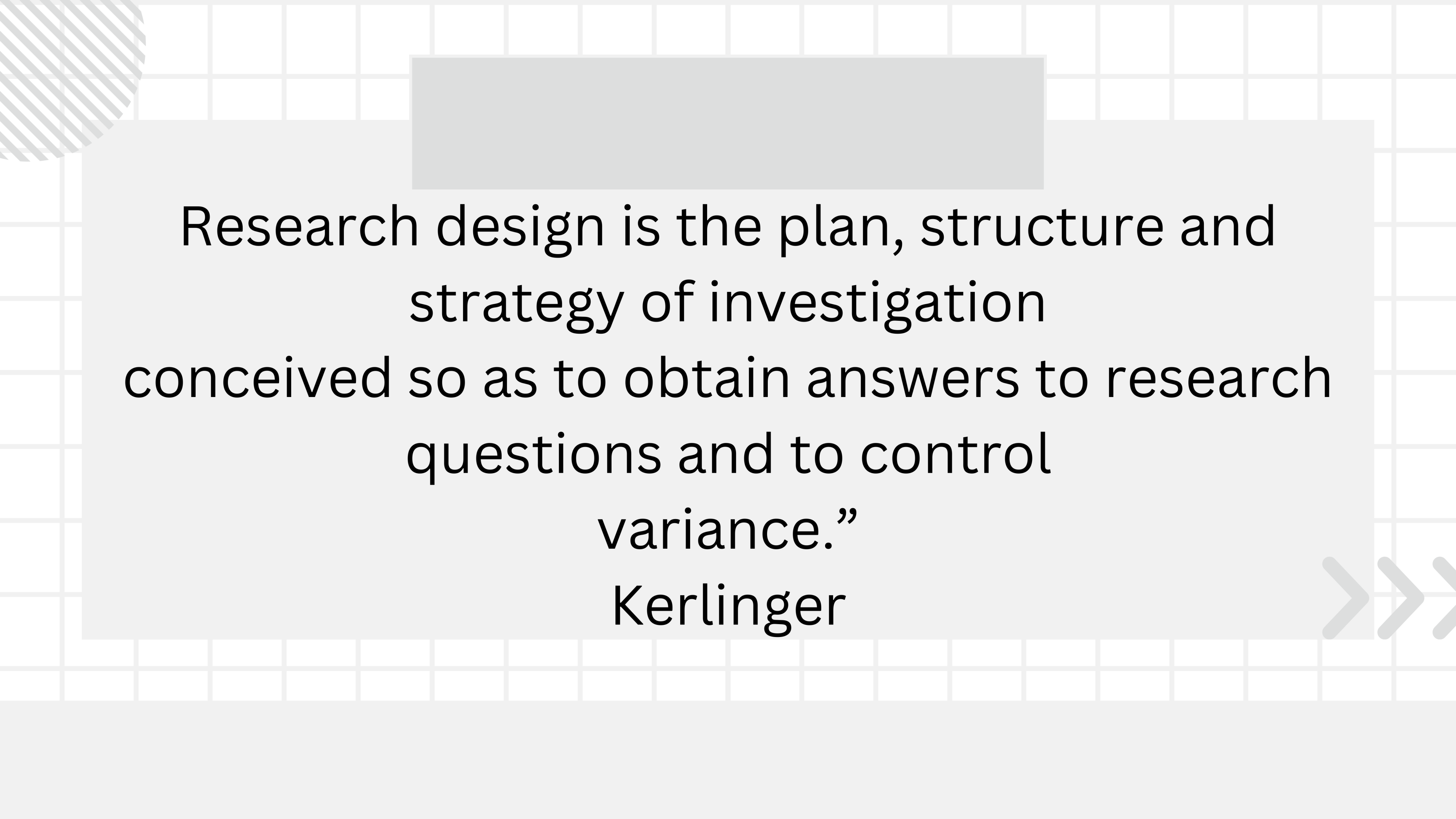
A research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. It is a blueprint that is followed in completing a study.

Research design is the blue print for collection measurement and analysis of data. Actually it is a map that is usually developed to guide the research.



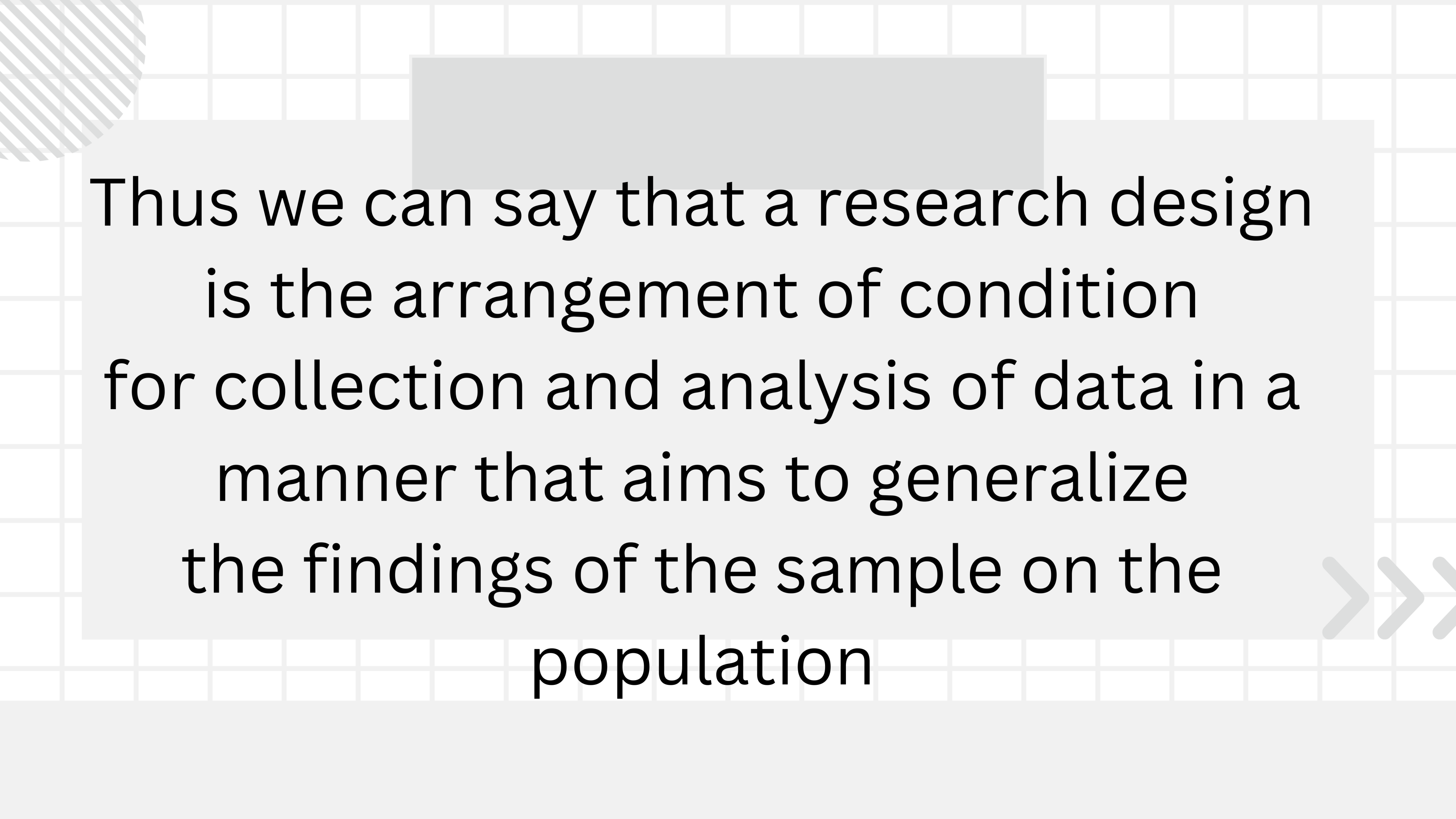
**Research design is a master plan specifying the methods and procedures for collection and analyzing the needed information.”**

**William Zikmund**



Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance.”

Kerlinger



Thus we can say that a research design is the arrangement of condition for collection and analysis of data in a manner that aims to generalize the findings of the sample on the population

ii) To facilitate the smooth scaling:

Research design is needed because it facilitates the smooth scaling of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money.

iii) To collect the relevant data and technique:

Research design stands for advance planning of the methods to be adopted for collecting the relevant data and the techniques to be used in their analysis, keeping in view the objective of the research and the availability of staff time and money. Poor preparation of research design upset the entire project

v) To provide blue print for plans:

Research design is needed due to the fact that it allows for the smooth working of many research operations. It is like blue print which we need in advance to plan the methods to be adopted for collecting the relevant data and techniques to be used in its analysis for preparation of research project. Just as for better economical and attractive construction of a house need a blue print and a map of that, similarly we needs a blue print or a design for the smooth flow of operation of research



v) To provide an overview to other experts:

A research design provides an overview of all the research process and with the help of the design we can take the help and views of experts of that field .The design helps the investigator to organize his ideas , which helps to recognize and fix his faults.

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vi) To provide a direction:

A research design provides a proper or particular direction to the other executives and others who are helping us into the process. The researcher studies available, literature and learns about new (alternative approaches.

## Characteristics of Good Research Design:

Generally a good research design minimizes bias and maximizes the reliability of the data collected and analyzed. The design which gives the smallest experimental error is reported to be the best design in scientific investigation. Similarly, a design which yields maximum information and provides an opportunity for considering different aspects of a problem is considered to be the most appropriate and efficient design. A good research design possesses the following characteristics;

(i) Objectivity:

It refers to the findings related to the method of data collection and scoring of the responses. The research design should permit the measuring instruments which are fairly objective in which every observer or judge scoring the performance must precisely give the same report. In other words, the objectivity of the procedure may be judged by the degree of agreement between the final scores assigned to different individuals by more than one independent observer. This ensures the objectivity of the collected data which shall be capable of analysis and interpretation.

## ii) Reliability:

It refers to consistency throughout a series of measurements. For example, if a respondent gives out a response to a particular item, he is expected to give the same response to that item even if he is asked repeatedly. If he is changing his response to the same item, the consistency will be lost. So the researcher should frame the items in a questionnaire in such a way that it provides consistency or reliability.

### iii) Validity:

Any measuring device or instrument is said to be valid when it measures what it is expected to measure. For example, an intelligence test conducted for measuring the IQ should measure only the intelligence and nothing else and the questionnaire shall be framed accordingly.

#### (iv) Generalizability:

It means how best the data collected from the samples can be utilized for drawing certain generalizations applicable to a large group from which sample is drawn. Thus a research design helps an investigator to generalize his findings provided he has taken due care in defining the population, selecting the sample, deriving appropriate statistical analysis etc. while preparing the research design. Thus a good research design is one which is methodologically prepared and should ensure that generalization is possible. For ensuring the generalization we should confirm that our research problem has the following characteristics;

- a) The problem is clearly formulated.
- b) The population is clearly defined.



**THANK YOU**



