RESEARCH DESIGN

- # Research design definition

- Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

- The design of a research topic explains the type of research (experimental, survey research, correlational, semi-experimental, review) and also its sub-type (experimental design, research problem, descriptive case-study).

- There are three main types of designs for research:
- [Data collection](#)
- measurement
- analysis

- Accurate purpose statement
- Techniques to be implemented for collecting and analyzing research
- The method applied for analyzing collected details
- Type of research methodology
- Probable objections for research
- Settings for the research study
- Timeline
- Measurement of analysis

- Proper research design sets your study up for success. Successful research studies provide insights that are accurate and unbiased. You'll need to create a [survey](#) that meets all of the main characteristics of a design.

- There are four key characteristics:

- **Neutrality:**

- When you set up your study, you may have to make assumptions about the data you expect to collect. The results projected in the [research](#) should be free from bias and neutral. Understand opinions about the final evaluated scores and conclusions from multiple individuals and consider those who agree with the derived results.

- **Reliability:**
- With regularly conducted research, the researcher involved expects similar results every time. Your design should indicate how to form research [questions](#) to ensure the standard of results. You'll only be able to reach the expected results if your design is reliable.

- **Validity:**
- There are multiple measuring tools available. However, the only correct measuring tools are those which help a researcher in gauging results according to the objective of the research. The [questionnaire](#) developed from this design will then be valid.

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- **Generalization:** The outcome of your design should apply to a population and not just a restricted [sample](). A generalized design implies that your survey can be conducted on any part of a population with similar accuracy.

- The above factors affect the way respondents answer the research questions and so all the above characteristics should be balanced in a good design.

- **Qualitative:**

- [Qualitative research]() determines relationships between collected data and observations based on mathematical calculations. Theories related to a naturally existing phenomenon can be proved or disproved using statistical methods. Researchers rely on qualitative research methods that conclude.

- **quantitative:**
- [Quantitative research](#) is for cases where statistical conclusions to collect actionable insights are essential. Numbers provide a better perspective to make critical business decisions. Quantitative research methods are necessary for the growth of any organization. Insights drawn from hard numerical data and analysis prove to be highly effective when making decisions related to the future of the business.
- You can further break down the types of research design in to 5 category.

- **Descriptive research design:**
- In a descriptive 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. If the problem statement is not clear, you can conduct exploratory research.
- **Experimental research design:**
- Experimental research establishes a relationship between the cause and effect of a situation. It is a causal design where one observes the impact caused by the independent variable on the dependent variable. For example, one monitors the influence of an independent variable such as a price on a dependent variable such as customer satisfaction or brand loyalty. It is a highly practical research method as it contributes to solving a problem at hand.

Thank you