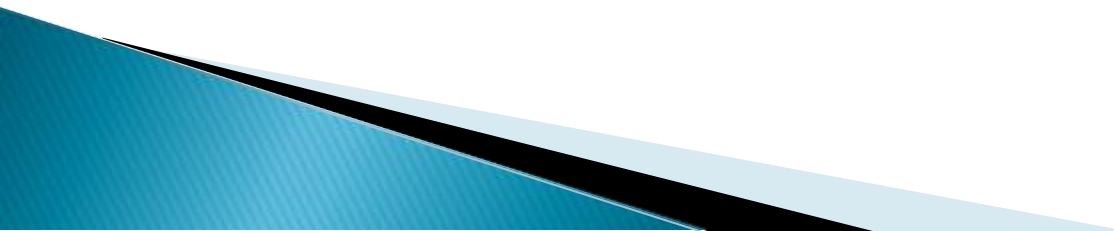


# Research Design

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# Research Design

- ▶ 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.
  - ▶ It is basically the blue print of a research study.
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# Exploratory Research Design

- ▶ **Exploratory research design** is conducted for a **research** problem when the researcher has no past data or only a few **studies** for reference. Sometimes this **research** is informal and unstructured. It serves as a tool for initial **research** that provides a hypothetical or theoretical idea of the **research** problem

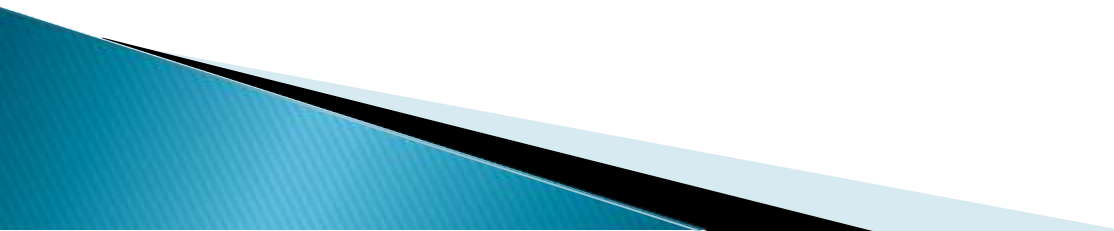
**Examples for studies with exploratory research design in business studies:**

**A study into the role of social networking sites as an effective marketing communication channel.**

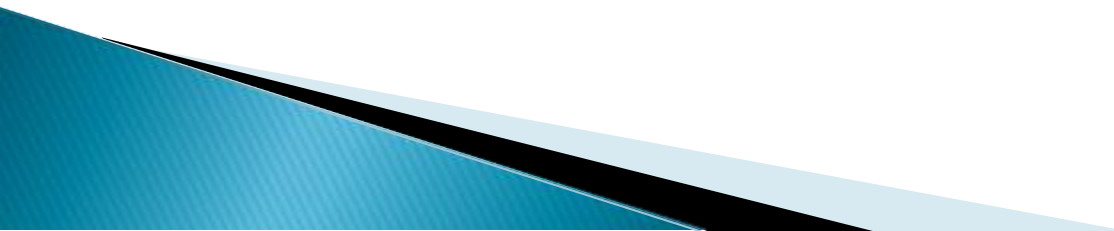
**An investigation into the ways of improvement of quality of customer services within hospitality sector in London.**



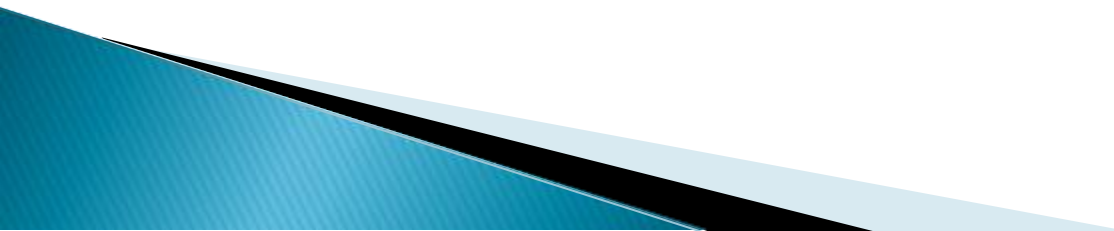
# Explanatory Research Design

- ▶ **Explanatory research design:** Explanatory design uses a researcher's ideas and thoughts on a subject to further explore their theories. The research explains unexplored aspects of a subject and details about what, how, and why of research questions.
- 

**Explanatory Research** is the conducted for a problem which was not well researched before, demnds priorities, generates operational definitions and provides a better-researched model. It is actually a type of **research design** which focuses on explaining the aspects of your **study** in a detailed manner.

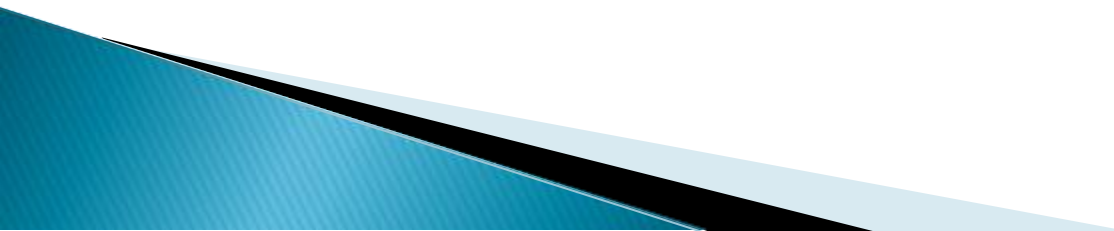


Some of the popular methods of **explanatory research** design include literature searches, depth interview, focus groups, and case analysis. Literature search: ... The literature search may include magazines, newspaper, trade literature, and academic literature.



# Descriptive Research Design


**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.



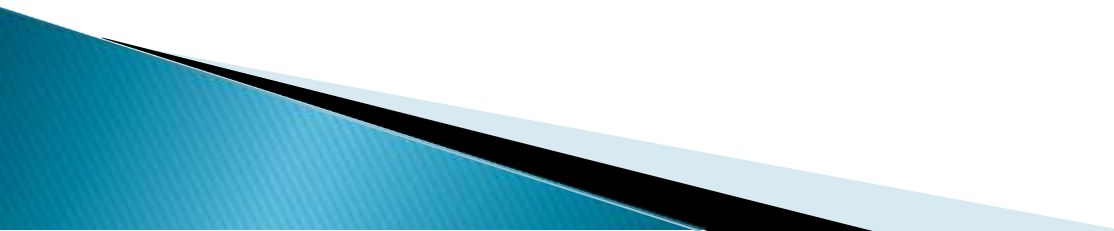


**Descriptive research design** is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way.

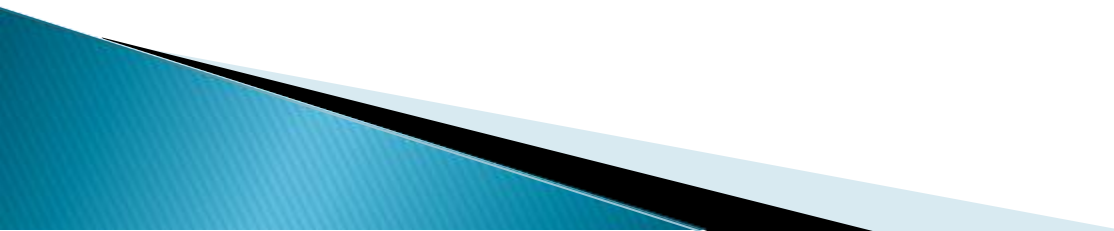
**There are six major steps in conducting descriptive research.**

- ▶ Identify problem.
  - ▶ Review literature.
  - ▶ Select participants and instruments.
  - ▶ Collect valid and reliable data.
  - ▶ Analyze data.
  - ▶ Report conclusions.
  - ▶ Without influencing it in any way.
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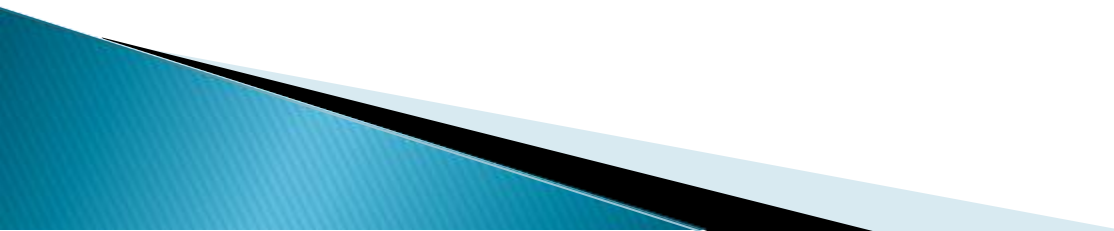
**Descriptive–survey research** uses surveys to gather data about varying subjects. This data aims to know the extent to which different conditions can be obtained among these subjects. For **example**, a researcher wants to determine the qualification of employed professionals in Maryland.



# Experimental Research Design

- ▶ **Experimental research design:** It 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 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. Researchers can have participants change their actions and study how the people around them react to gain a better understanding of social psychology.



# Diagnostic Research Design

**Diagnostic research design:** In diagnostic design, the researcher is looking to evaluate the underlying cause of a specific topic or phenomenon. This method helps one learn more about the factors that create troublesome situations.

- ▶ This design has three parts of the research:
  - ▶ · Inception of the issue
  - ▶ · Diagnosis of the issue
  - ▶ · Solution for the issue

# Correlational research design

**Correlation research design:** It is a non experimental research design technique that helps researchers establish a relationship between two closely connected variables. This type of research requires two different groups. There is no assumption while evaluating a relationship between two different variables, and statistical analysis techniques calculate the relationship between them.

- ▶ A correlation coefficient determines the correlation between two variables, whose value ranges between  $-1$  and  $+1$ . If the correlation coefficient is towards  $+1$ , it indicates a positive relationship between the variables and  $-1$  means a negative relationship between the two variables.

Thank you

