

Research Methodology
M.Com 3rd Semester

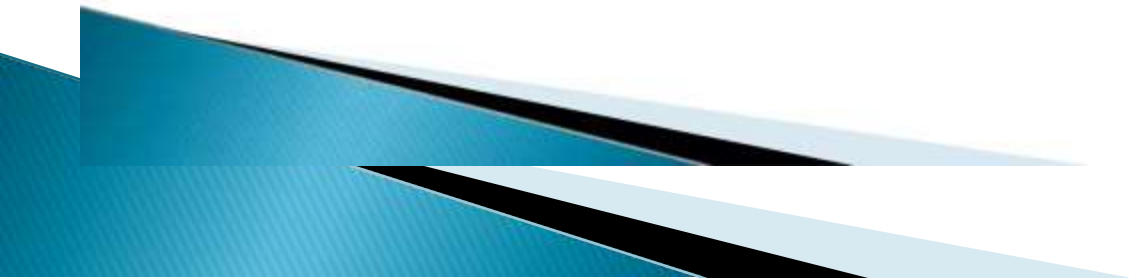
RESRARCH DESIGN & ITS TYPES

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Research design

What is Research Design ?

- Research design refers to the basic strategy of the research by defining an action plan that proceeds from the primary research questions up to the conclusions and the justification behind it (Oppenheim, 1992).
- Yin (2003), “a research design is an action plan for getting from here to there, where here is defined as the initial set of questions to be answered, and there, is some set of conclusion” (p, 20).

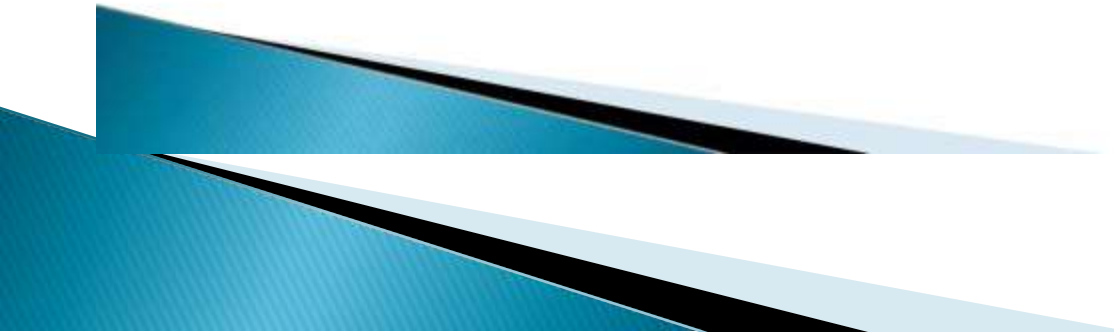


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TYPES OF RESEARCH DESIGNS

Generally research designs are classified into three broad categories, & several subtypes.

1. Quantitative research design
2. Qualitative research design
3. Mixed method research design



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Quantitative	Qualitative	Mixed Method
<ul style="list-style-type: none">• Experimental design• Non experimental design, such as surveys	<ul style="list-style-type: none">• Narrative research• phenomenology• Grounded theory• Ethnographies• Case study	<ul style="list-style-type: none">• Sequential Explanatory Design• Sequential Exploratory Design• Concurrent Triangulation• Concurrent Nested

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Quantitative Research Design

A type of educational research in which the researcher decides what to study, asks specific, narrow questions, collects numeric (numbered) data from participants, analyzes these numbers using statistics, and conducts the inquiry in an unbiased, objective manner.



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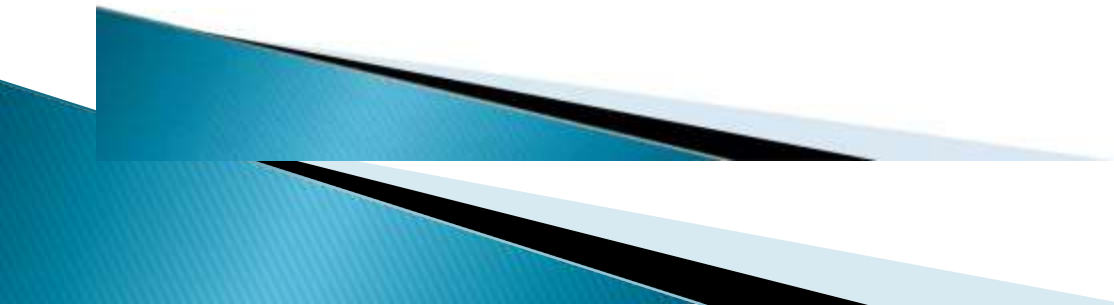
Sub Types Of Quantitative Research Design

1. Experimental design

It seeks to determine if a specific treatment influences an outcome. The researcher assesses this by providing a specific treatment to one group and withholding it from another and then determining how both groups scored on an outcome. (Keppel, 1991).

2. Survey Research design

It provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. It includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection—with the intent of generalizing from a sample to a population (Fowler, 2008).



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Qualitative Research Design

A type of educational research in which the researcher relies on the views of participants, asks broad, general questions, collects data consisting largely of words (or text) from participants, describes and analyzes these words for themes, and conducts the inquiry in a subjective, biased manner.



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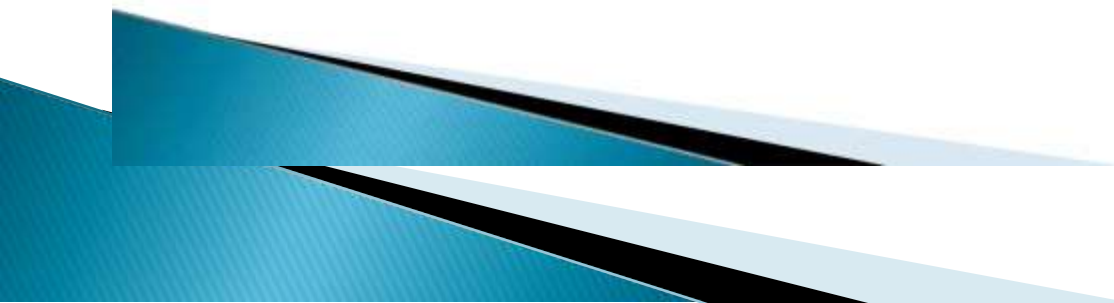
Sub Types Of Qualitative Research Design

1. Narrative research

is a design of inquiry from the humanities in which the researcher studies the lives of individuals and asks one or more individuals to provide stories about their lives (Riessman, 2008).

2. phenomenology

is a design of inquiry coming from philosophy and psychology in which the researcher describes the lived experiences of individuals about a phenomenon as described by participants. This description culminates in the essence of the experiences for several individuals who have all experienced the phenomenon. This design has strong philosophical underpinnings and typically involves conducting interviews (Giorgi, 2009; Moustakas, 1994).



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3. Grounded theory

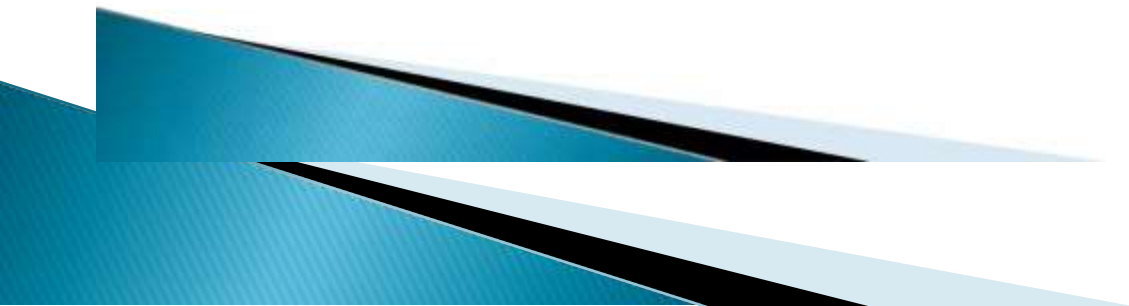
Grounded theory is a design of inquiry from sociology in which the researcher derives a general, abstract theory of a process, action, or interaction grounded in the views of participants. This process involves using multiple stages of data collection and the refinement and interrelationship of categories of information

4. Ethnographies

Ethnography is a design of inquiry coming from anthropology and sociology in which the researcher studies the shared patterns of behaviors, language, and actions of an intact cultural group in a natural setting over a prolonged period of time. Data collection often involves observations and interviews.

5. Case study

Case studies are a design of inquiry found in many fields, especially evaluation, in which the researcher develops an in-depth analysis of a case, often a program, event, activity, process, or one or more individuals. (Stake, 1995; Yin, 2009, 2012).



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Mixed Method Research Design

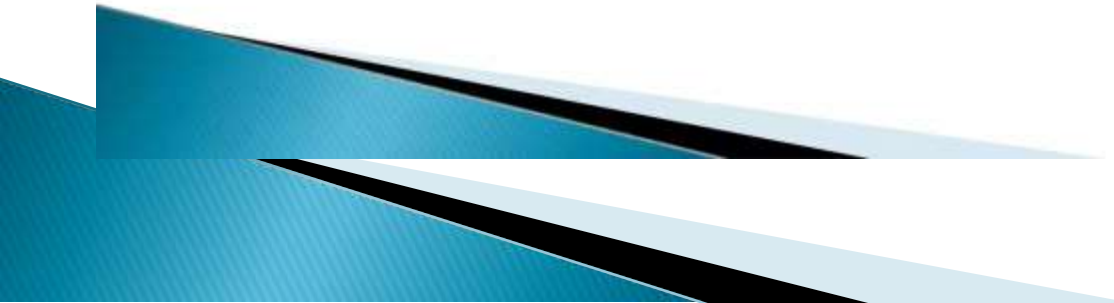
According to Creswell and Plano Clark,

“Mixed methods research is procedure for collecting, analyzing and mixing both quantitative and qualitative methods in single study or a series of studies to understand a research problem.”



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When Is Mixed Method Research Conducted

- When we have both quantitative and qualitative data.
 - When one type of research is not enough to explain or to answer the questions.
 - When we want qualitative research to help to explain quantitative findings.
 - When we want to generalize findings to a large population.
 - When we want to provide alternative perspective in a study.
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Sub Types Of Mixed Method Research Design

1. Sequential Explanatory Design

This design involves the collection and analysis of Quantitative data followed by the collection and analysis of Qualitative data. The priority is given to the Qualitative data and the findings are integrated during the interpretation stage.



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2. Sequential Exploratory Design

In this design, of Qualitative data collection and analysis is followed by Quantitative data collection and analysis . The priority is given to the Qualitative aspect of study and the finding are integrated during the interpretation phase of study.



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3. Concurrent Triangulation

In this design, only one data collection phase is used, during which quantitative and qualitative data collection and analysis are conducted separately yet concurrently. The findings are integrated during interpretation stage. Usually equal priority is given to both types of research.

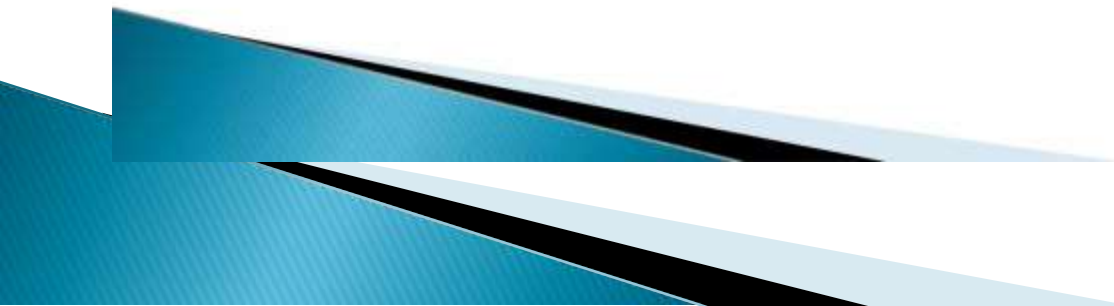


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4. Concurrent Nested Design

In this design only one data collection phase is used during which predominant method (quantitative or qualitative) nests or embeds the other less priority method . This nesting means that embedded method addresses different question the dominant method or seeks information from different levels. The data collected from two methods are mixed during analysis phase of the project.



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**THANK
YOU**

