

Research design

The term 'design' means "drawing an outline" or planning or arranging details. It is a process of making ~~dec~~ decisions before the situation arises in which the decision has to be carried out. 'Research design' is planning a strategy of conducting research. It plans as to:

- (a) what is to be observed
- (b) how it is to be observed
- (c) where it is to be observed
- (d) why it is to be observed
- (e) how to record observations
- (f) how to analyse
- (g) interpret observations
- (h) how to generalise.

Research design is thus, a detailed plan of how the goals of research will be achieved.

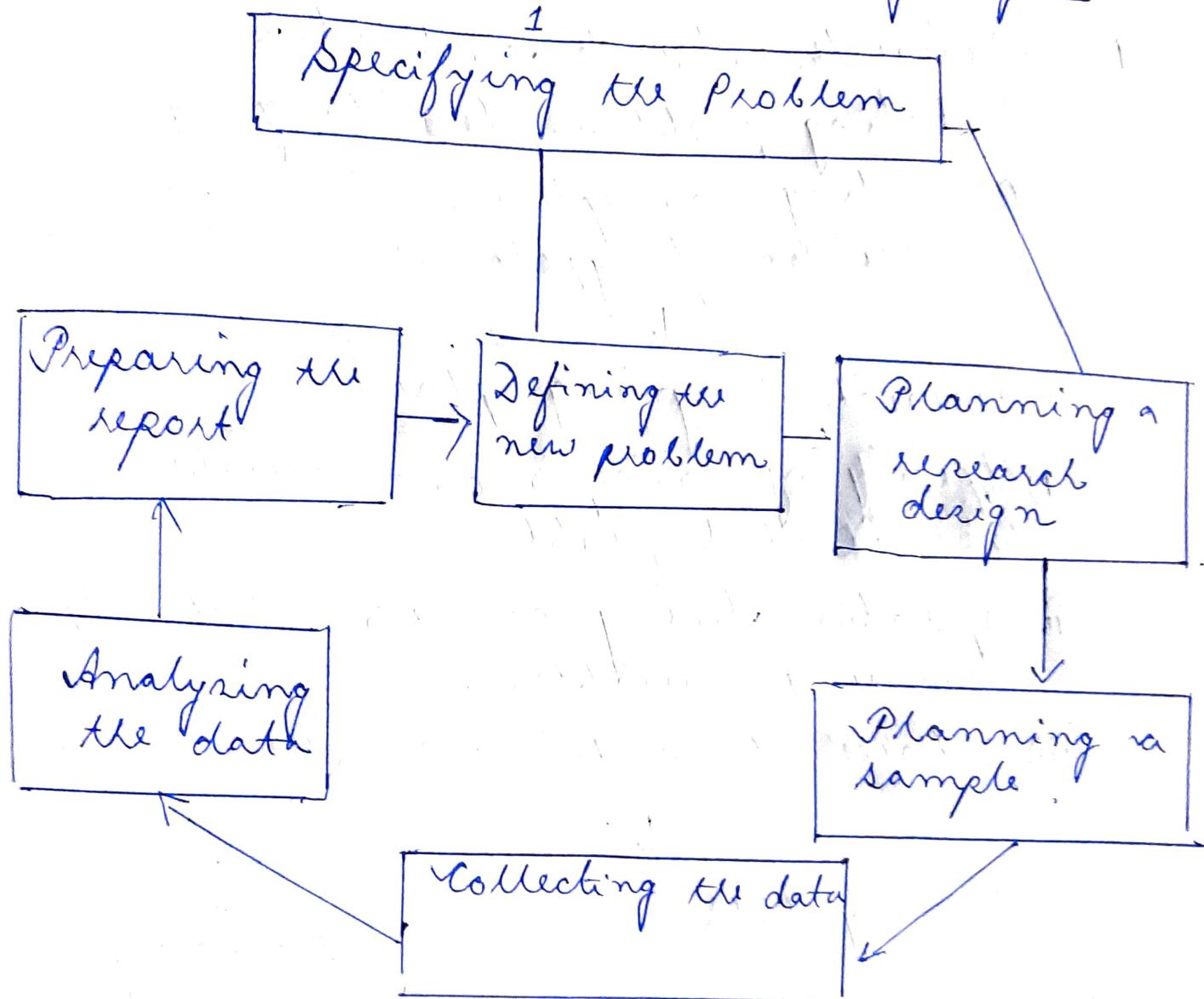
Phases in Research Designing

The research process proceeds in six phases as under:

1. Specifying the problem/topic to be studied.
2. Framing research design
3. Planning sample (probability or non-probability or combination of the two).
4. Collecting the data.
5. Analysing the data (editing, coding, processing, tabulating).
6. Preparing the report.

Diagrammatically, these can be displayed as follows:

Phases in Research Designing



(iv) sampling
(Who and how many subjects will be observed)

(a) Probability

(b) Non-Probability

3. Empirical phase

(i) Data collection

(ii) Data processing

(editing, coding, tabulation)

4. Interpretative phase

(i) Data analysis

(ii) Report writing

Advantages of Designing Research -

The following advantages of designing research may be pointed -

① Research can be conducted on scientific basis since precise guide line is provided by advance designing i.e., carrying research in right direction and reducing inaccuracies.

② Wastage of time and money is minimized.

③ Optimum reliability is achieved.

④ Designing helps in giving useful conclusions (in the form of hypothesis and theories).