

BBS 4th Year Business Research Methods Notes

Chapter 3: Research Design

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Date _____
Page 27

After selecting the topic or subject of research, a researcher formulates plan & framework for completing his/her research work since beginning till the end is known as research design. It incorporates blue print for collection, measurement & data analysis. Helps to allocate the ltd. resources by posing crucial choices in methodology. It is the plan & structure of investigation so conceived as to obtain answer to research qns. The plan is overall program of the research.

Facts about Research Design :-

- Framework of " " which helps in collection, measurement & data analysis.
- Helps to select research methods considering ltd. resources.
- Plan & structure to find out solⁿ of problem.
- Expresses ~~str~~ both structure of research problem, framework configurⁿ betⁿ variables & plan of investigⁿ used to obtain empirical evidences.
- Road map to start process & conclude the research work.

Features of Research Design

- (a) Reliability :- " design depends on reliability, consistencies, dependability & stability. Same results ~~is~~ using same tools in same sample by research then it is reliable.
- (b) Objectivity :- Research method to be objective & accurate. App^o priate RD checks malpractice & helps to draw correct results.
- (c) Validity :- concerned with integrity of conclusions that are generated from a piece of research. Data are tested, re-tested & predicⁿ of future is made & such predicⁿ remains correct.
- (d) Replicability :- RD should be imitable so that other researcher

follow the same design to confirm research results.

- ⑤ **Generalizability**:- applying research in similar sector conducting research considering few samples is known as generalizability. RD should present all methods, procedures used so that people know the situatⁿ & will easier to implement the findings of the research in large populⁿ.

RD types:-

- ① **Exploratory RD**:- RD used to identify & analysis of problem selecⁿ of altv. & find new idea in the area where is less knowledge. When researcher lacks clear idea of problem, explorⁿ is needed. Exploratory research develops concepts more clearly, establishes priorities, develops open definitions & improves final research design. Following work are to be performed in this RD:-

- Gaining knowledge on concerned subject reviewing available literatures.
- Interviewing & enquiring about the matters;
- Analysing the selected events carefully,
- " the qualitative data & collected informⁿ.
- Preparing research report after completion of all above works.

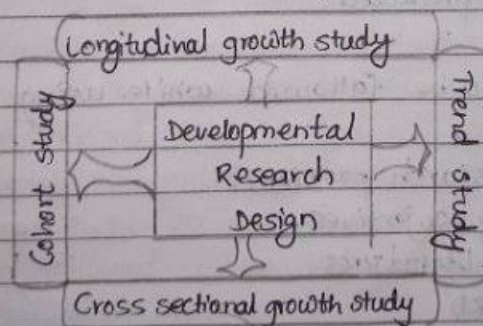
- ② **Descriptive RD**:- RD developed to study the subject of research in detail & explains the facts & characteristics related to research problem. Aim is to describe relevant aspects of factors of interest to researcher from an individual, org. or other perspective. It classifies variables related to the research problem & analyses & establishes their relⁿship. " related to predicⁿ, explanation of facts & individual grp or situatⁿ is descriptive research.

Following tasks are to be performed:-

- determin. of study objective
- Sample collecⁿ,
- Preparing procedures for collecting data,
- Data collecⁿ,
- Processing & analyzing data
- Preparing report incorporating facts.

Descriptive study can be undertaken using following methods:-

- (i) Case study :- detail/intensive analysis of single events. Analyzes events through observⁿ. Qualitative method is used to collect data. Results of this cannot be generalized but can be used to compare with others.
- (ii) Developmental Research Design :- RD used to predict the future trend considering to the changes in events & human, social & cultural activities. It is used to study the variables of specified time, correlⁿ betⁿ variables, rate of changes. This helps to predict event in future considering past changes & its trend.



⇒ Longitudinal growth study :- study of people or events at diff. time period to answer research questions. Data are gathered at two diff. point of time. It measures growth based on nature of

sample, rate of changes & develop. in diff. situations. Conclusions are drawn from analysis of data collected since long back.

⇒ Trend study:- data are collected after certain time interval. It is used to predict future event/position after trend study. It is useful to study the events or activities whose position frequently changes.

⇒ Cross-sectional growth study:- collecⁿ of data just once over a period of days, or weeks or months to answer research question. It uses survey strategy.

⇒ Cohort study:- study of people who have similar characteristics or experience. For eg:- study of performance of the group of officers who were appointed on the same day etc. Helps to study the behaviour or performance at diff. time period. Behaviour or performance of people can be predicted.

Steps ~~are~~ to be followed while using developmental research design:-

- Define research problem,
- Determining objectives,
- Reviewing literatures
- Preparing RD
- Data collecⁿ
- Data evaluaⁿ & analysis
- Present results based on analysis of data.

(iii) Correlation Study :- study the relⁿship betⁿ 2 or more variables. It is assumed that, if there is change in one variable & then there will be change in another variable. To see relⁿship & deg^o of relⁿship betⁿ variables. Correlⁿ may be +ve or -ve

steps to be followed while using correlⁿ research design:-

- Defining problem,
- Reviewing literature
- Developing conceptual design
 - (i) Finding app. variables
 - (ii) Selecting app. subject/issue,
 - (iii) Developing app. tools for measurement
 - (iv) Selecting interrelated & correlⁿ concepts
- Data collectⁿ
- Analysis & interpretⁿ of results.

(iv) Causal Comparative RD :- used to show the causes of problem. Observes the 'position' of causes that impact on certain works. Explain relⁿship of 2 variables after study of problem. Ex-post facto RD. Researcher considers to one or more variables & analyse the related data to find out cause & their relⁿship. There is group of control or comparison. This study analyses the performance of an org. after & before any events.

steps to be followed while using this research design:-

- Define research problem
- Reviewing concerned literatures
- Formulating hypothesis
- Preparing list of assumptions
- Preparing 'conceptual design'
 - selecting app. subject & data source
 - Preparing data collection method
 - " base for data analysis.

- Providing authenticity & reliability of data collectⁿ method
- Analyzing & interpreting the result concisely & precisely.

(v) **Experimental Research** ÷ researcher controls all other variables & few variables are consider^d for research. Res. Observⁿ मा इनो variables are free & are controlled. यो dependent & independent variable का causal relⁿship के existence के basis होते। Relⁿship betⁿ variables & formulating hypothesis.

Steps to be followed while adopting this design ÷

- Review of literature related to research problem
- Identificⁿ & definition of problems.
- Developing problem & formulating hypothesis
- Formulating practical plan
 - (a) Identify factors जससे dependent & independent variables को influence रहे।
 - (b) Research design selection
 - (c) Sample selection
 - (d) tools selectⁿ to measure results from experiment
 - (e) developing data collectⁿ procedures.
- Formulating null hypothesis
- Reducⁿ of data & informⁿ to draw expected results
- Providing the result drawn from experiment using approp^o method.

(vi) **Quasi-Experimental Research** ÷ When a design does not meet randomizⁿ & control req. necessary for the influence of unnecessary variables, a quasi experiment is best option. Randomizⁿ is not always possible. Some treatment grps are

Initially formed on the basis of performance ($\uparrow, \downarrow, \text{medium}$) & some variables on which people differ (beauty, ugly) cannot be experimentally tested.

Comparison betⁿ treatment & non-treatment condⁿ are made with non-equivalent groups. You can still observe what happens, when & to whom. You loose control when you do not use random assignment.

Steps to be followed in this design are same as of experimental research design.

Qualitative Research

Issues/subject of social science research are related to human behaviour, culture, trends, relationships etc & is diffi. to quantify. These needs to be interpreted in depth. The research which is conducted to interpret, analyse & obtain in-depth knowledge of an issue/subject is Qualitative Research. It provides detail of events or incidents which are not expected. Used at both data collecⁿ & data analysis.

Sources: Individuals/group, org./institur, Texts, environment (visual, sensory, & virtual materials), objects & media products, events & happenings (textual/visual/sensory & virtual materials)

यहाँ पर हमें determine करना है qn, procedures, problems को ans देने के लिए 2 evidence & facts पता लगाने के लिए पढ़ना पता लगाना है।
Problem को on macro perspective पर देखें। कौन-कौन problem को single सोन में देखेंगे और कौन-कौन सोन situation अनुसार differ करेंगे।

Steps to be followed:

- Selected procedures को naturally use करें,
- Literature study & qn development.

- selected method approp. होना चाहिए prove करने,
- Data analysis design prep.
- Participants को event importance को base में select करें,
- Exceptional facts को भी ध्यान में रखें,
- Various source से data को compare करें,
- Result interpret.

Features of Qualitative Research:-

- (i) Interpretive:- QR is related with human behaviour, understanding, motivation etc. Events को analyze करें और conclusion निकालें। Reason for events को भी समझें। Event/problems analysis experience of people को आधार बना दें।
- (ii) Based on qualitative facts:- subjective information use, subjective information को analyze करें और cause & procedures for occurring events/problems find करें। based on qualitative facts.
- (iii) Purposive sampling:- population represent को consider करें। उसी sample select करें जो meaningful response दें।
i.e. जो events/problems से related हों, तो मात्र select होंगे।
- (iv) RD change:- जहाँ र जहाँ आवश्यक पड़े, change करें।
- (v) Self collection of data:- Researcher अपनी data collection में depth knowledge about matters.
- (vi) Holistic assumption:- no single facts for occurrence of events, मानें, एक ही concept over such facts changes with change in time & change in other factors.

Assumptⁿ of Qualitative Research:

- (a) Keeps holistic approach: सभी related facts लई consider गर्हे while explaining events/issues instead of explaining considers single fact.
- (b) Incorporates emergent design: predetermined R. design use, & R. design cannot be changed during course of conducting research.
- (c) Is descriptive: to achieve indepth info regarding events/issues Qualitative Research explains the subject matter & process of particip?
- (d) Primarily concerned with process rather than outcomes: explains the complex procedures & emphasizes more to process or methods.
- (e) Involves field work: assumes that researcher ले data & inform respondents लई personally so researcher ले in-depth knowledge पावे।
- (f) Process of research is inductive: hypothesis लई formulate & test गर्हे। Events के features & occurrence एकरे ओर। पता लगावे लईले total काम estimⁿ & experience मा भर पड़े।
- (g) Research is subjective: Researcher के intuition मा events/issues measure गर्हे। Mathematical & statistical tools^{not} widely used. Researcher explains & predict events & issues.

Diff. between Qualitative & Quantitative Research.

	Qualitative Research	Quantitative Research
Basis		
Focus	To understand & interpret events or problems	To explain & predict the events/situation
Purpose	To achieve in-depth understanding of situation & develop theories.	To explain, predict & test & retest the theories.
Approach	Inductive approach	Deductive approach
Usefulness	for innovations & event study	for survey & experimental research work.
Use of researcher judgement	Can use his/her judgement in this research.	less chance of using
Sample size	Uses fewer sample size	Uses large & wide range sample sizes.

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