

# Research Methods

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## Lecture 6

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# Research Design

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- **Research Design**

Research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. It is a blueprint that is followed in completing a study.



# Research Design

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- **Research Design**

Research design is the blue print for collection measurement and analysis of data. Actually it is a map that is usually developed to guide the research.

# Research Design

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- **Purpose of a Research Design**

- 1) To minimize expenses of research.

Research design provides a solid base for the whole research. It is effective by providing maximum information with minimum spending of effort, money and time by preparing the advance plan of all about the research

# Research Design

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- **Purpose of a Research Design**

2) To collect the relevant data for research.

Good planning for collecting the relevant data and the techniques to be used in their analysis.



# Research Design

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- **Purpose of a Research Design**

3) To provide blueprint for plans.

It is like blueprint which we need in advance to plan the methods for collecting the relevant data and techniques to be used in its analysis for preparation of research project.

# Research Design

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- **Purpose of a Research Design**

4) To provide an overview to other experts.

Take the help and views of experts of the field

# Research Design

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- **Characteristics of Good Research.**

Generally a good research design minimizes bias and maximizes the reliability of the data collected and analyzed.



# Research Design

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- **Characteristics of Good Research.**

## 1) Objectivity

It refers to the findings related to the method of data collection and scoring of the responses.

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- **Characteristics of Good Research.**

## 2) Reliability

It refers to consistency of the measurements. if a respondent gives out a response to a particular item, he is expected to give the same response to that item even if he is asked repeatedly.

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- **Characteristics of Good Research.**

## 3) Validity

Any measuring device or instrument is said to be valid when it measures what it is expected to measure.

**IQ should measure only the intelligence and nothing else**



# Research Design

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- **Characteristics of Good Research.**

## 4) Generalizability

Collecting data from sample to generalizable findings to the whole population.

# Reference

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- Prabhat, P. and Pandey, M.M (2015) *RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES*. 1st ed. Romania, European Union: BRIDGE CENTER.

# Good Luck for All Students

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- Please do not hesitate to contact me if you have any questions.
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# سبحان الله وبحمده سبحان الله العظيم

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ذكر الله أعظم ما في الوجود ،، لعل الله يرحمنا بعلم تعلمناه في الحياة  
الدنيا

أستغفر الله