







What is Research Design?

- A plan for selecting the sources and types of information used to answer research questions
- A framework for specifying the relationships among the study variables
- A blueprint that outlines each procedure from the hypothesis to the analysis

6-4

Classifications of Designs

- *Exploratory study* is usually to develop hypotheses or questions for further research
- *Formal study* is to test the hypotheses or answer the research questions posed

6-5

Methods of Data Collection

- Monitoring, which includes observational studies
- Interrogation/communication studies

6-6

Power to Produce Effects

- In an *experiment*, the researcher attempts to control and/or manipulate the variables in the study
- In an *ex post facto design*, the researcher has no control over the variables; they can only report what has happened

6-7

Purpose of the Study

- *Descriptive study* tries to explain relationships among variables
- *Causal study* is how one variable produces changes in another

6-8

The Time Dimension

- *Cross-sectional studies* are carried out once and represent a snapshot of one point in time
- *Longitudinal studies* are repeated over an extended period

6-9

The Topical Scope

- *Statistical studies* attempt to capture a population's characteristics by making inferences from a sample's characteristics
- *Case studies* place more emphasis on a full contextual analysis of fewer events or conditions and their interrelations

6-10

The Research Environment

- *Field conditions*
- *Laboratory conditions*
- *Simulations*

6-11

A Participant's Perceptions

- Usefulness of a design may be reduced when people in the study perceive that research is being conducted
- Participants' perceptions influence the outcomes of the research

6-12

Why do Exploratory Studies?

- Exploration is particularly useful when researchers lack a clear idea of the problems

6-13

Data Collection Techniques

- *Qualitative techniques*
- *Secondary data*
- *Focus groups*
- *Two-stage design*

6-14

Causation

- The essential element of causation is
 - A “produces” B
 - or
 - A “forces” B to occur

6-15

Causal Study Relationships

- *Symmetrical*
- *Reciprocal*
- *Asymmetrical*

6-16

Asymmetrical Relationships

- Stimulus-Response
- Property-Disposition
- Disposition-Behavior
- Property-Behavior

6-17

Achieving the Ideal Experimental Design

- *Control*
 - *Random Assignment*
 - *Matching*
- *Randomization*
 - Manipulation and control of variables

6-18
