

RESEARCH DESIGN

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INTRODUCTION

A research design is a plan of the proposed research work. It is a blue-print and therefore at its best only tentative. Changes in the design are permitted and are dictated by considerations during the operations of the project. In other words, a research design is not highly specific plan to be followed without deviation but rather a series of guide-posts to keep one-headed in the right direction.

CHARACTERISTICS OF A RESEARCH DESIGN

- *Objectivity*
- *Reliability*
- *Validity*
- *Generality*
- *Simplicity*
- *Directivity*

COMPONENTS OF A RESEARCH DESIGN

- *Title of the Study*
- *Statement of the Problem*
- *Review of Literature*
- *Area and Scope of the Study*
- *Objectives of the Study*
- *Formulation of Hypothesis*
- *Definition of Concepts*
- *Methodology*

- *Sampling Design*
- *Constructing of Schedule or Questionnaire*
- *Collection of Data*
- *Analysis of Data*
- *Interpretation of results*
- *Reporting and Findings*
- *Time and financial budgeting*

ADVANTAGES OF RESEARCH DESIGN

- *More accurate results*
- *Useful Conclusions with desired method of study*
- *Optimum efficiency and reliability*
- *Minimize the wastage of time as well as money*
- *Carries research in the right direction*
- *Helpful in testing of hypotheses*
- *Enables investigation to anticipate potential problems*

GUIDING PRINCIPLES FOR A GOOD RESEARCH DESIGN

- *Flexibility*
- *Accuracy*
- *Reliability*
- *Use of library magazines and periodicals*
- *Carefulness in selecting pertinent concepts*
- *Defining variables and mentioning their values*