

RESEARCH METHODOLOGY

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Research Design

Meaning and Steps

Meaning

A research design is a plan of action, a plan for collecting and analyzing data in an economic, efficient and relevant manner. A research design could be constructed either to test a hypothesis or give a cause effect relationship to a situation. Whatever be the nature of design. The following four general rules should be followed in planning a design -

- (a) Define nature and scope of the problem,*
- (b) Specify the related variables.*
- (c) Exclude the variables not relevant to the study and*
- (d) start from logical hypothesis.*

Steps in Research Design-

There are the following steps.

Selection and definition of a problem – The problem selected for the study should be defined clearly in operational terms so that the researcher knows positively what facts he is looking for and what is relevant to the study. Since human behavior is the result of various forces is the best to delimit the scope of one's study, which reaps ample benefits during the actual course of data collection.

➤ **Source of data** – Once the problem is selected it is the duty of the researcher to state clearly the various sources of information such as library, personal documents, field work, a particular residential group etc.

➤ **Nature of study** :- The research design should be expressed in relation to the nature of the study to be undertaken.

➤ **Objective of study** :- Stating the objective of the study aids not only in clearly of the design but also in sincere response from respondents.

➤ **Social cultural context** :- A research design is always set to a context which has social cultural bearing on the individuals.

➤ **Temporal Context** :- The geographical limit of the design should also be refreshed to at this stage that the research related to the hypothesis is applicable to particular social group only.

➤ **Dimension** :- It is physically impossible to analyses the data collected from a large universe. Hence the selection of an adequate and representative sample in the byword in any research.

Bases of selection :- Now can an adequate and representative sample be selected. The mechanics of drawing a random, stratified, purposive, double cluster or quota sample when followed carefully will produce a scientifically valid sample in an unbiased manner.

Techniques of data collection :- Relevant to the study design a suitable techniques has to be adopted for the collection of required data. Once the collecting of data is complete analysis, coding and presentation of the report naturally follow.

**Q. What is research design?
Discuss in detail about it's steps.**

THANK YOU