

Introduction: Quantitative research

- Quantitative research is a formal, objective, systematic process in which numerical data are used to obtain information about the world.
- It is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques





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Introduction: Qualitative research

- Qualitative research is a systematic, interactive, subjective approach used to describe life experiences and give them meaning



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Finding answers to the following questions lead to development of research design:

5. Will the sample be randomly selected?
6. Will the sample be studied as a single group or divided into groups?
7. How many groups will there be?
8. What will be the size of each group?
9. Will there be a control group?
10. Will group be randomly assigned ?
11. Will there be repeated measures of variables?

Finding answers to the following questions



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Finding answers to the following questions lead to development of research design:

12. Will the data be collected cross-sectionally or over time?
13. Have extraneous variables been identified?
14. Are data being collected on extraneous variables?
15. What strategies are being used to control for extraneous variables?
16. What strategies are being used for comparison of variables or groups?
17. Will data be collected at single site or at multiple sites?

Types of Research Design





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