Research Design Methods and Applications

Student’s Name

Institution

Course Code

**Introduction**

This purpose of this paper is to analyze research method which is will be used to complete the study. The research method is essential because they are a key to the success of the research. It represents the methods used to collect the data, analyze and presentation of the data as well. The research methods selected for the study are qualitative and quantitative research methods. The study will completed using the qualitative because of the mode of data expected.

**Research methodology**

The methodology of the study is the qualitative research method. The qualitative research method is used because it provides detailed procedure of collecting and analyzing of data. However, qualitative research is regarded as the technique which is applied in identifying, processing and analyzing of data (Warring & Buckley, 2013). It mostly deals with the analysis of two variables, independent and dependent variables and therefore, it is the appropriate research technique for the study. It is also important to note that in qualitative technique, polls, survey and questionnaires are utilized to manipulate the data to derive at the appropriate finding. The primary research techniques would therefore, be qualitative research method, where 215 participants will be interviewed through a structured interview techniques.

**Research design**

In order to complete a research efficiently, a research design is needed. A research design is the process, which is being used to collect and analyze data so that the purpose of the study or research could be met (Clarke, 2005). It is referred as the main structure or strategy which is being utilized to conduct investigation so that a research questions and variables could be answered. In this study two resign designs will be used. The experimental and descriptive research design will be utilize to complete the study. The descriptive design is the type of research design which is based on theories and case studies. It will be used to analyze different theories related to the topic of the research and derived at appropriate answerer (Bacon-Shone, 2016). However, the experimental research design will also be utilize to analyze the relationship between variables of the study to obtain the best findings.

**Data Analysis**

In order to understand the data, the analysis of the data will have to be done. Therefore, the data will be analyzed using descriptive statistic techniques. Data analysis is described as the process of analysis the data collected to answer the research question (McLeod, 2017). The data analysis can be effectively data using through approaches deductive, experimental, and discourse approaches. The data collected will be analyzed using discourse approach to ensure that the perception of the participants is efficiently captured in the study (Bacon-Shone, 2016). However, deductive approach is used to analyze the data based on the already predetermined structured by the researcher and therefore, it will be used to analyze the data collected. In this study, the research question will be utilized as guideline to group the data for analysis (Pathak, Jena, & Kalra, 2013). The steps to taken for the analysis will be based on the research questions derived. When the analysis if the data is completed, the finding will be recorded and this will be based on the objectives set. It will be done efficiently to ensure that the research questions are answered well.

**Limitation of the study**

The limitation of the study are related to limited finances, trust between the participants and researcher, and confidentiality, which were some of the issues, which derailed the study.

# References

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