

Chapter 7

Research Design and Methods in Social Sciences Research

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ABSTRACT

A research design is a deliberate, well-organized technique that a researcher follows when conducting a scientific study. It is the coexistence of previously identified elements with any additional knowledge or data that leads to a reasonable end result. In simpler terms, research design is a glue that keeps the research endeavor together. The present chapter focuses on quantitative research design, qualitative research design and mixed method design. This chapter will help the budding researcher to have a deeper understanding of research designs therein enabling the researcher to utilize them for their purpose of research.

INTRODUCTION

A research design is a deliberate, well-organized technique that a researcher follows when conducting a scientific study. It is the coexistence of previously identified elements with any additional knowledge or data that leads to a reasonable end result. In simpler terms, Research design is a glue that keeps the research endeavor together. RESEARCH DESIGN is a term that relates to the research plan, conceptual framework, and strategy—the blueprint that guides the research process by logically connecting components. It includes the sequence of measures taken ahead of time to ensure that relevant data will be collected in a way that allows objective examination of alternative hypotheses formulated with respect to the research challenges. Further, it can be used as a framework or guidance for the study's planning, implementation,

DOI: 10.4018/978-1-6684-6859-3.ch007

and analysis by explaining how a researcher could use their chosen research design or approach to answer a specific research issue. Therefore, it is apt to say that a Research Design is a set of decisions about what, where, when, how much, and how to conduct an inquiry or research project.

In the present chapter, the three types of research designs, that is, quantitative, qualitative and mixed method with respect to menstrual health are being discussed in detail. In order to achieve Sustainable development goals, maintenance of menstrual health is essential. Research in this area is very important in understanding menstrual experiences, and their intersections with physical, mental, and social health. Given the multifaceted nature of menstrual health, good effective research designs are required for action and research.

DEFINITIONS

A research design is the arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Selltiz, Deutsch and Cook, 1962, p. 50).

A research design is a plan, structure and strategy of investigation... to obtain answers to research questions or problems. It includes an outline of what the investigator will do from writing the hypotheses ...to the final analysis of data. (Kerlinger & Lein, 1986, p. 279)

Research Approach

Frequently, the terms “research approach” and “research designs” are used interchangeably. The term “research approach” refers to the strategy for investigating the topic under investigation using either structured (quantitative) or unstructured (qualitative) approaches, or a combination of both. It aids in determining the existence or lack of manipulation and control over variables, as well as group comparisons. Various instruments, strategies, procedures, or processes are used to acquire or review data or information in a research approach.

CHARACTERISTICS OF RESEARCH DESIGN

1. It is a plan that specifies the sources and types of information relevant to the research problem.

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