

# RESEARCH DESIGNS

## A Beginner's Guide to Key Types



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**START**



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A research design serves  
as a blueprint for a study,  
guiding the selection of  
appropriate methods,  
tools, and data analysis  
techniques.





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Let's explore **seven**  
main research  
designs with  
examples





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# EXPERIMENTAL DESIGN

Manipulating variables  
to examine cause-and-  
effect relationships in  
controlled conditions

## Example

Testing the impact  
of a new therapy  
technique on  
reducing anxiety  
symptoms



## TOOLS

Controlled  
experiments,  
randomized  
controlled trials



# QUASI-EXPERIMENTAL DESIGN

Similar to experimental design but lacks random assignment of participants.

## Example

Comparing students' academic performance in new vs. traditional teaching programs without random assignment of participants



## TOOLS

Comparison groups, pre-tests, post-tests



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# CORRELATIONAL DESIGN

Examining relationships  
between variables  
without inferring cause-  
and-effect.

## Example

Investigating the  
relationship  
between hours of  
screen time and  
obesity rates



## TOOLS

Surveys,  
observations,  
statistical  
analyses



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# DESCRIPTIVE DESIGN

Describing characteristics  
of a population or  
phenomenon.

## Example

Describing the  
demographic  
characteristics of  
customers who  
purchase a  
specific product



## TOOLS

Surveys,  
observations,  
case studies



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# CASE STUDY DESIGN

In-depth examination of  
a specific individual,  
group, or event

## Example

Analyzing the  
success factors of  
a small business  
in a competitive  
market



## TOOLS

Interviews,  
observations,  
document  
analysis





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# SURVEY DESIGN

Gathering data from a  
large sample through  
questionnaires or  
interviews

## Example

Collecting voters'  
opinions on  
various policy  
issues before an  
election

## TOOLS

Questionnaires  
, interviews,  
online surveys

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# MIXED METHODS DESIGN

Combining qualitative and quantitative approaches for a comprehensive understanding

## Example

Evaluating therapy impact via pre-/post-surveys (quantitative) and in-depth interviews (qualitative)

## TOOLS

Qualitative tools (interviews, focus groups) + quantitative tools (surveys, experiments)





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## Wrap Up

Research Designs Covered:

- ✓ Experimental
- ✓ Quasi-Experimental
- ✓ Correlational
- ✓ Descriptive
- ✓ Case Study
- ✓ Survey
- ✓ Mixed Methods

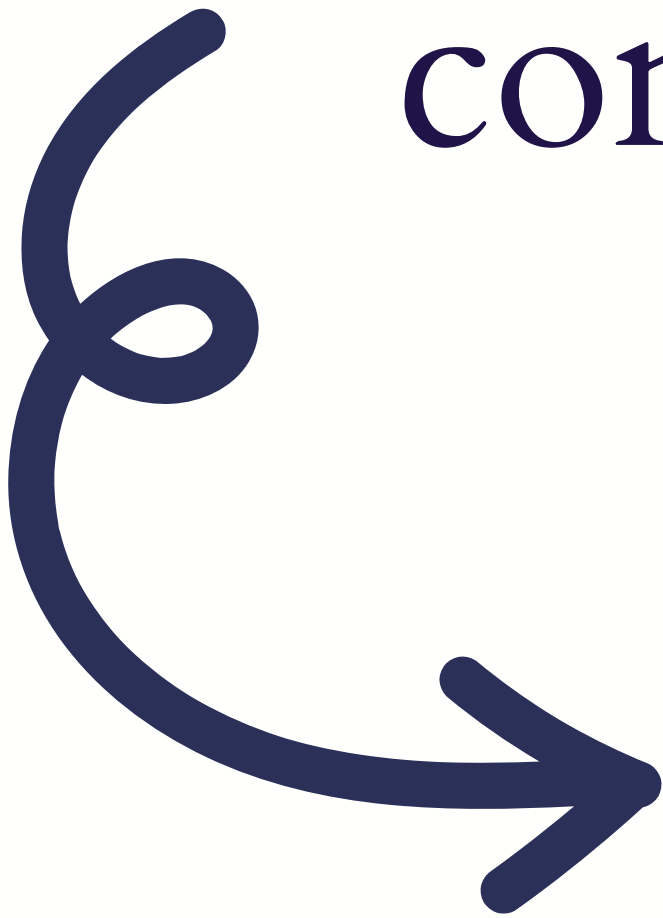


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## **Pro Tip!**

Select a research design that aligns with your study objectives and consider factors like nature of the problem, required data, available resources, and ethical aspects for optimal results

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