

## **Introduction to the Process of Conducting Research**

Research can be thought of as a process of systematic and focussed investigation for the purpose of adding to the body of knowledge about a particular subject area.

Contained within this definition are three key points:

1. The investigation is carried out systematically, therefore the investigation is planned.
2. Research is intended to add to the body of knowledge and in doing so assists our understanding about complex issues.
3. Research is a process, carried out in stages.

It is the last point that is particularly relevant when we think of the research process. Any general research methods text book will describe the process in a similar but not necessarily identical way. An essential quality of a good piece of research is originality, so by definition few projects go through these stages in exactly the same way or even in the same order. Indeed, some may question whether there is a 'generic' research process that can be applied to both quantitative and qualitative research. However, to make things easier, let's assume that there is. Figure 1 describes the main stages of what we describe as an 'idealised' research process.

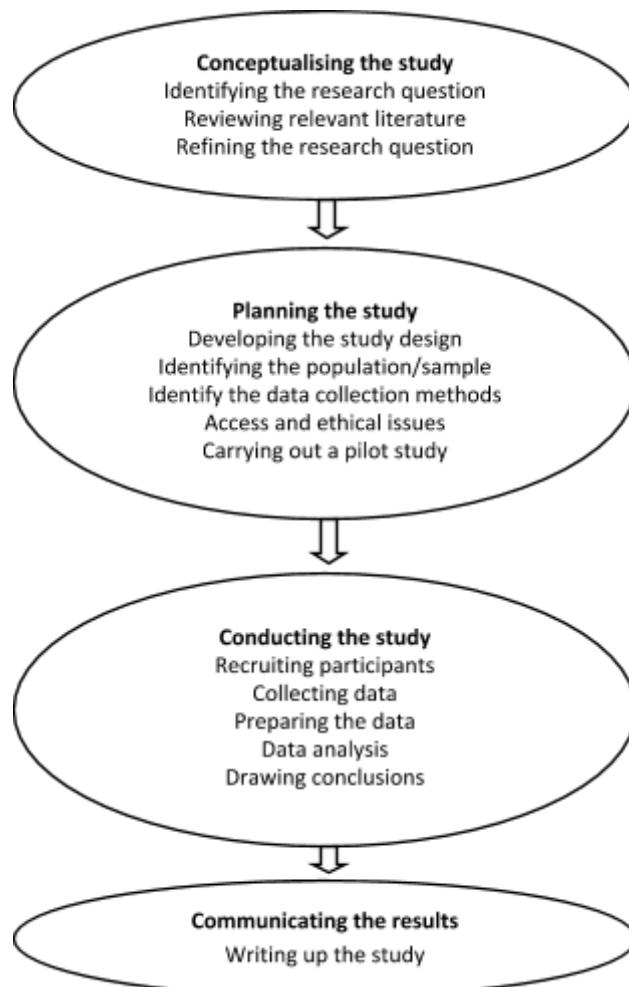


Figure 1: An 'idealised' research process

## **STEPS OF THE RESEARCH PROCESS**

---

THIS IS AN EXCERPT FROM APPLIED RESEARCH AND EVALUATION METHODS IN RECREATION BY DIANE BLANKENSHIP.

---

Scientific research involves a systematic process that focuses on being objective and gathering a multitude of information for analysis so that the researcher can come to a conclusion. This process is used in all research and evaluation projects, regardless of the research method (scientific method of inquiry, evaluation research, or action research). The process focuses on testing hunches or ideas in a park and recreation setting through a systematic process. In this process, the study is documented in such a way that another individual can conduct the same study again. This is referred to as replicating the study. Any research done without documenting the study so that others can review the process and results is not an investigation using the scientific research process. The scientific research process is a multiple-step process where the steps are interlinked with the other steps in the process. If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process. Parks and recreation professionals are often involved in conducting research or evaluation projects within the agency. These professionals need to understand the eight steps of the research process as they apply to conducting a study.

### **Step 1: Identify the Problem**

The first step in the process is to identify a problem or develop a research question. The research problem may be something the agency identifies as a problem, some knowledge or information that is needed by the agency, or the desire to identify a recreation trend nationally. In the example, the problem that the agency has identified is childhood obesity, which is a local problem and concern within the community. This serves as the focus of the study.

### **Step 2: Review the Literature**

Now that the problem has been identified, the researcher must learn more about the topic under investigation. To do this, the researcher must review the literature related to the research problem. This step provides foundational knowledge about the problem area. The review of literature also educates the researcher about what studies have been conducted in the past, how these studies were conducted, and the conclusions in the problem area. In the obesity study, the review of literature enables the programmer to discover horrifying statistics related to the long-term effects of childhood obesity in terms of health issues, death rates, and projected medical costs. In addition, the programmer finds several articles and information from the Centers for Disease Control and Prevention that describe the benefits of walking 10,000 steps a day. The information discovered during this step helps the programmer fully understand the magnitude of the problem, recognize the future consequences of obesity, and identify a strategy to combat obesity (i.e., walking).

### **Step 3: Clarify the Problem**

Many times the initial problem identified in the first step of the process is too large or broad in scope. In step 3 of the process, the researcher clarifies the problem and narrows

the scope of the study. This can only be done after the literature has been reviewed. The knowledge gained through the review of literature guides the researcher in clarifying and narrowing the research project. In the example, the programmer has identified childhood obesity as the problem and the purpose of the study. This topic is very broad and could be studied based on genetics, family environment, diet, exercise, self-confidence, leisure activities, or health issues. All of these areas cannot be investigated in a single study; therefore, the problem and purpose of the study must be more clearly defined. The programmer has decided that the purpose of the study is to determine if walking 10,000 steps a day for three days a week will improve the individual's health. This purpose is more narrowly focused and researchable than the original problem.

#### **Step 4: Clearly Define Terms and Concepts**

Terms and concepts are words or phrases used in the purpose statement of the study or the description of the study. These items need to be specifically defined as they apply to the study. Terms or concepts often have different definitions depending on who is reading the study. To minimize confusion about what the terms and phrases mean, the researcher must specifically define them for the study. In the obesity study, the concept of "individual's health" can be defined in hundreds of ways, such as physical, mental, emotional, or spiritual health. For this study, the individual's health is defined as physical health. The concept of physical health may also be defined and measured in many ways. In this case, the programmer decides to more narrowly define "individual health" to refer to the areas of weight, percentage of body fat, and cholesterol. By defining the terms or concepts more narrowly, the scope of the study is more manageable for the programmer, making it easier to collect the necessary data for the study. This also makes the concepts more understandable to the reader.

#### **Step 5: Define the Population**

Research projects can focus on a specific group of people, facilities, park development, employee evaluations, programs, financial status, marketing efforts, or the integration of technology into the operations. For example, if a researcher wants to examine a specific group of people in the community, the study could examine a specific age group, males or females, people living in a specific geographic area, or a specific ethnic group. Literally thousands of options are available to the researcher to specifically identify the group to study. The research problem and the purpose of the study assist the researcher in identifying the group to involve in the study. In research terms, the group to involve in the study is always called the population. Defining the population assists the researcher in several ways. First, it narrows the scope of the study from a very large population to one that is manageable. Second, the population identifies the group that the researcher's efforts will be focused on within the study. This helps ensure that the researcher stays on the right path during the study. Finally, by defining the population, the researcher identifies the group that the results will apply to at the conclusion of the study. In the example, the programmer has identified the population of the study as children ages 10 to 12 years. This narrower population makes the study more manageable in terms of time and resources.

#### **Step 6: Develop the Instrumentation Plan**

The plan for the study is referred to as the instrumentation plan. The instrumentation plan serves as the road map for the entire study, specifying who will participate in the study;

how, when, and where data will be collected; and the content of the program. This plan is composed of numerous decisions and considerations that are addressed in chapter 8 of this text. In the obesity study, the researcher has decided to have the children participate in a walking program for six months. The group of participants is called the sample, which is a smaller group selected from the population specified for the study. The study cannot possibly include every 10- to 12-year-old child in the community, so a smaller group is used to represent the population. The researcher develops the plan for the walking program, indicating what data will be collected, when and how the data will be collected, who will collect the data, and how the data will be analyzed. The instrumentation plan specifies all the steps that must be completed for the study. This ensures that the programmer has carefully thought through all these decisions and that she provides a step-by-step plan to be followed in the study.

### **Step 7: Collect Data**

Once the instrumentation plan is completed, the actual study begins with the collection of data. The collection of data is a critical step in providing the information needed to answer the research question. Every study includes the collection of some type of data—whether it is from the literature or from subjects—to answer the research question. Data can be collected in the form of words on a survey, with a questionnaire, through observations, or from the literature. In the obesity study, the programmers will be collecting data on the defined variables: weight, percentage of body fat, cholesterol levels, and the number of days the person walked a total of 10,000 steps during the class.

The researcher collects these data at the first session and at the last session of the program. These two sets of data are necessary to determine the effect of the walking program on weight, body fat, and cholesterol level. Once the data are collected on the variables, the researcher is ready to move to the final step of the process, which is the data analysis.

### **Step 8: Analyze the Data**

All the time, effort, and resources dedicated to steps 1 through 7 of the research process culminate in this final step. The researcher finally has data to analyze so that the research question can be answered. In the instrumentation plan, the researcher specified how the data will be analyzed. The researcher now analyzes the data according to the plan. The results of this analysis are then reviewed and summarized in a manner directly related to the research questions. In the obesity study, the researcher compares the measurements of weight, percentage of body fat, and cholesterol that were taken at the first meeting of the subjects to the measurements of the same variables at the final program session. These two sets of data will be analyzed to determine if there was a difference between the first measurement and the second measurement for each individual in the program. Then, the data will be analyzed to determine if the differences are statistically significant. If the differences are statistically significant, the study validates the theory that was the focus of the study. The results of the study also provide valuable information about one strategy to combat childhood obesity in the community.

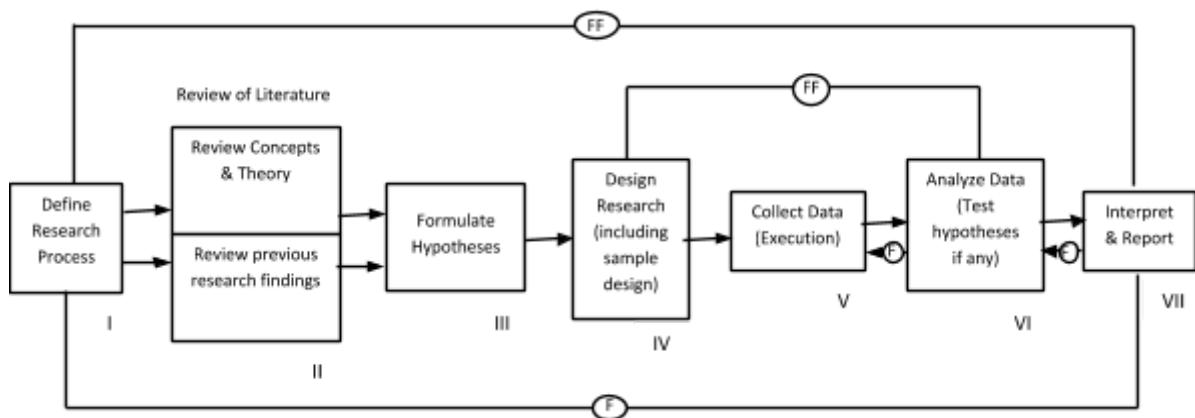
As you have probably concluded, conducting studies using the eight steps of the scientific research process requires you to dedicate time and effort to the planning process. You cannot conduct a study using the scientific research process when time is limited or the

study is done at the last minute. Researchers who do this conduct studies that result in either false conclusions or conclusions that are not of any value to the organization.

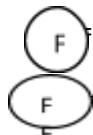
The Research Process is a process of multiple scientific steps in conducting the research work. Each step is interlinked with other steps. The process starts with the research problem at first. Then it advances in the next steps sequentially. Generally, a researcher conducts research work within seven steps.

### Steps of the research process

Research process consists of series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps. The chart shown in Figure well illustrates a research process. The chart indicates that the research process consists of a number of closely related activities.



Where feed back (Helps in controlling the sub-system to which it is transmitted)



feed forward (Serves the vital function of providing criteria for evaluation)

### Identify and defining the Research Problem

The first step in the process is to identify a problem or develop a research question. The research problem may be something the agency identifies as a problem, some knowledge or information that is needed by the agency or the desire to identify a recreation trend nationally. However, the research problem comes up with the ongoing phenomenon or issues. Formulate Your Question :

- Your research may start as a general idea or a specific question, statement or thesis.
- Know what you want to focus on before you begin.

A **research problem** is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice

that points to the need for meaningful understanding and deliberate investigation. In some social science disciplines the research problem is typically posed in the form of a question. A research problem **does not** state how to do something, offer a vague or broad proposition, or present a value question.

### **Formulating a Hypothesis**

In this step, the researcher makes the problem precise.

- The research work is topic focused and refined.
- Then the researcher steps forward to how the problem would be approached? The nature of the research problem can decide to formulate a definite hypothesis.
- A hypothesis is tested. Effective research work formulates a hypothesis in such a way that collected factual data will provide evidence that either supports or disproves them.  
Formulation of Hypothesis in Research will make you more expert.
- In the end, the hypothesis turns into a practical theory.

In order to develop working hypotheses researcher should adopt the following approach

- a. Discussions with colleagues and experts about the problem, its origin and the objectives in seeking a solution;
- b. Examination of data and records, if available, concerning the problem for possible trends, peculiarities and other clues;
- c. Review of similar studies in the area or of the studies on similar problems; and
- d. Exploratory personal investigation which involves original field interviews on a limited scale with interested parties and individuals with a view to secure greater insight into the practical aspects of the problem.

### **Research Design**

The researcher then must find out a research design. Research design decides how the research materials will be collected. One or more research methods, for example, experiment, survey, interview, etc are chosen depending on the research objectives.

- In some research contexts, a survey may be suitable. In other facts, interviews or case studies or observation might be more appropriate.
- Find the ways How to Choose a Research Design? Research Design actually provides insights into “how” to conduct research using a particular Research Methodology. Basically, every researcher has a list of research questions that need to be assessed that can be done with research design.

In other words, the function of research design is to provide for the collection of relevant evidence with minimal expenditure of effort, time and money. But how all these can be achieved depends mainly on the research purpose. Research purposes may be grouped into four categories,

- a. Exploration,
- b. Description,
- c. Diagnosis, and

d. Experimentation.

There are several research designs, such as,

- Experimental and hypothesis testing
  - # Experimental designs can be either informal designs (such as before-and after without control, after-only with control, before-and-after with control)
  - ## formal designs (such as completely randomized design, randomized block design, Latin square design, simple and complex factorial designs), out of which the researcher must select one for his own project.
- Non-experimental hypothesis testing.

**Research Design:**

The most important step after defining the research problem is preparing the design of the research project, which is popularly known as the ‘research design’. A research design helps to decide upon issues like what, when, where, how much, by what means etc. With regard to an enquiry or a research study. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Infact, research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Sellitz et al, 1962). Thus, research design provides an outline of what the researcher is going to do in terms of framing the hypothesis, its operational implications and the final data analysis. Specifically, the research design highlights decisions which include:

1. The nature of the study
2. The purpose of the study
3. The location where the study would be conducted
4. The nature of data required
5. From where the required data can be collected
6. What time period the study would cover
7. The type of sample design that would be used
8. The techniques of data collection that would be used
9. The methods of data analysis that would be adopted, and
10. The manner in which the report would be prepared

In view of the stated research design decisions, the overall research design may be divided into the following (Kothari 1988):

- a. The sampling design that deals with the method of selecting items to be observed for the selected study;

- b. The observational design that relates to the conditions under which the observations are to be made;
- c. The statistical design that concerns with the question of how many items are to be observed, and how the information and data gathered are to be analysed; and
- d. The operational design that deals with the techniques by which the procedures specified in the sampling, statistical and observational designs can be carried out.

### **Features of Research Design:**

The important features of Research Design may be outlined as follows:

- i. It constitutes a plan that identifies the types and sources of information required for the research problem;
- ii. It constitutes a strategy that specifies the methods of data collection and analysis which would be adopted; and
- iii. It also specifies the time period of research and monetary budget involved in conducting the study, which comprise the two major constraints of undertaking any research

### **Concepts Relating To Research Design:**

Some of the important concepts relating to Research Design are discussed below:

#### **1. Dependent And Independent Variables:**

A magnitude that varies is known as a variable. The concept may assume different quantitative values like height, weight, income etc. Qualitative variables are not quantifiable in the strictest sense of the term. However, the qualitative phenomena may also be quantified in terms of the presence or absence of the attribute(s) considered. The phenomena that assume different values quantitatively even in decimal points are known as ‘continuous variables’. But all variables need not be continuous. Values that can be expressed only in integer values are called ‘non-continuous variables’. In statistical terms, they are also known as ‘discrete variables’. For example, age is a continuous variable, whereas the number of children is a non-continuous variable. When changes in one variable depend upon the changes in other variable or variables, it is known as a dependent or endogenous variable, and the variables that cause the changes in the dependent variable are known as the independent or explanatory or exogenous variables. For example, if demand depends upon price, then demand is a dependent variable, while price is the independent variable. And, if more variables determine demand, like income and price of the substitute commodity, then demand also depends upon them in addition to the price of original commodity. In other words, demand is a dependent variable which is determined by the independent variables like price of the original commodity, income and price of substitutes.

#### **2. Extraneous Variables:**

The independent variables which are not directly related to the purpose of the study but affect the dependent variables, are known as extraneous variables. For instance, assume that a researcher wants to test the hypothesis that there is a relationship between children’s school performance and their self-confidence, in which case the latter is an independent variable and the former, a

dependent variable. In this context, intelligence may also influence the school performance. However, since it is not directly related to the purpose of the study undertaken by the researcher, it would be known as an extraneous variable. The influence caused by the extraneous variable(s) on the dependent variable is technically called the 'experimental error'. Therefore, a research study should always be framed in such a manner that the influence of extraneous variables on the dependent variable/s is completely controlled, and the influence of independent variable/s is clearly evident.

### 3. Control:

One of the most important features of a good research design is to minimize the effect of extraneous variable(s). Technically, the term 'control' is used when a researcher designs the study in such a manner that it minimizes the effects of extraneous variables. The term 'control' is used in experimental research to reflect the restrain in experimental conditions.

### 4. Confounded Relationship:

The relationship between the dependent and independent variables is said to be confounded by an extraneous variable, when the dependent variable is not free from its effects.

### 5. Research Hypothesis:

When a prediction or a hypothesized relationship is tested by adopting scientific methods, it is known as research hypothesis. The research hypothesis is a predictive statement which relates to a dependent variable and an independent variable. Generally, a research hypothesis must consist of at least one dependent variable and one independent variable. Whereas, the relationships that are assumed but not to be tested are predictive statements that are not to be objectively verified, thus are not classified as research hypotheses.

### 6. Experimental and Non-experimental Hypothesis Testing Research:

When the objective of a research is to test a research hypothesis, it is known as hypothesis-testing research. Such research may be in the nature of experimental design or non-experimental design. The research in which the independent variable is manipulated is known as 'experimental hypothesis-testing research', whereas the research in which the independent variable is not manipulated is termed as 'non-experimental hypothesis testing research'. For example, assume that a researcher wants to examine whether family income influences the school attendance of a group of students, by calculating the coefficient of correlation between the two variables. Such an example is known as a non-experimental hypothesis testing research, because the independent variable - family income is not manipulated here. Again assume that the researcher randomly selects 150 students from a group of students who pay their school fees regularly and then classifies them into two sub-groups by randomly including 75 in Group A, whose parents have regular earning, and 75 in Group B, whose parents do not have regular earning. Assume that at the end of the study, the researcher conducts a test on each group in order to examine the effects of regular earnings of the parents on the school attendance of the student. Such a study is an example of experimental hypothesis-testing research, because in this particular study the independent variable regular earnings of the parents have been manipulated.

## **7. Experimental And Control Groups:**

When a group is exposed to usual conditions in an experimental hypothesis-testing research, it is known as 'control group'. On the other hand, when the group is exposed to certain new or special condition, it is known as an 'experimental group'. In the afore-mentioned example, Group A can be called as control group and Group B as experimental group. If both the groups, A and B are exposed to some special feature, then both the groups may be called as 'experimental groups'. A research design may include only the experimental group or both the experimental and control groups together.

## **8. Treatments:**

Treatments refer to the different conditions to which the experimental and control groups are subject to. In the example considered, the two treatments are the parents with regular earnings and those with no regular earnings. Likewise, if a research study attempts to examine through an experiment the comparative effect of three different types of fertilizers on the yield of rice crop, then the three types of fertilizers would be treated as the three treatments.

## **9. Experiment:**

Experiment refers to the process of verifying the truth of a statistical hypothesis relating to a given research problem. For instance, an experiment may be conducted to examine the yield of a certain new variety of rice crop developed. Further, Experiments may be categorized into two types, namely, 'absolute experiment' and 'comparative experiment'. If a researcher wishes to determine the impact of a chemical fertilizer on the yield of a particular variety of rice crop, then it is known as absolute experiment. Meanwhile, if the researcher wishes to determine the impact of chemical fertilizer as compared to the impact of bio-fertilizer, then the experiment is known as a comparative experiment.

## **10. Experimental Unit(s):**

Experimental units refer to the pre-determined plots, characteristics or the blocks, to which different treatments are applied. It is worth mentioning here that such experimental units must be selected with great caution.

## **Types of Research Design:**

There are different types of research designs. They may be broadly categorized as:

- (1) Exploratory Research Design;
- (2) Descriptive and Diagnostic Research Design; and
- (3) Hypothesis-Testing Research Design.

### **1. Exploratory Research Design:**

The Exploratory Research Design is known as formulative research design. The main objective of using such a research design is to formulate a research problem for an in-depth or more precise investigation, or for developing a working hypothesis from an operational aspect. The major purpose

of such studies is the discovery of ideas and insights. Therefore, such a research design suitable for such a study should be flexible enough to provide opportunity for considering different dimensions of the problem under study. The in-built flexibility in research design is required as the initial research problem would be transformed into a more precise one in the exploratory study, which in turn may necessitate changes in the research procedure for collecting relevant data. Usually, the following three methods are considered in the context of a research design for such studies. They are (a) a survey of related literature; (b) experience survey; and (c) analysis of 'insight-stimulating' instances.

## 2. Descriptive And Diagnostic Research Design:

A Descriptive Research Design is concerned with describing the characteristics of a particular individual or a group. Meanwhile, a diagnostic research design determines the frequency with which a variable occurs or its relationship with another variable. In other words, the study analyzing whether a certain variable is associated with another comprises a diagnostic research study. On the other hand, a study that is concerned with specific predictions or with the narration of facts and characteristics related to an individual, group or situation, are instances of descriptive research studies. Generally, most of the social research design falls under this category. As a research design, both the descriptive and diagnostic studies share common requirements, hence they are grouped together. However, the procedure to be used and the research design need to planned carefully. The research design must also make appropriate provision for protection against bias and thus maximize reliability, with due regard to the completion of the research study in an economical manner. The research design in such studies should be rigid and not flexible. Besides, it must also focus attention on the following:

- a) Formulation of the objectives of the study,
- b) Proper designing of the methods of data collection,
- c) Sample selection,
- d) Data collection,
- e) Processing and analysis of the collected data, and
- f) Reporting the findings.

## 3. Hypothesis-Testing Research Design:

Hypothesis-Testing Research Designs are those in which the researcher tests the hypothesis of causal relationship between two or more variables. These studies require procedures that would not only decrease bias and enhance reliability, but also facilitate deriving inferences about the causality. Generally, experiments satisfy such requirements. Hence, when research design is discussed in such studies, it often refers to the design of experiments.

### **Importance of Research Design:**

The need for a research design arises out of the fact that it facilitates the smooth conduct of the various stages of research. It contributes to making research as efficient as possible, thus yielding the maximum information with minimum effort, time and expenditure. A research design helps to plan

in advance, the methods to be employed for collecting the relevant data and the techniques to be adopted for their analysis. This would help in pursuing the objectives of the research in the best possible manner, provided the available staff, time and money are given. Hence, the research design should be prepared with utmost care, so as to avoid any error that may disturb the entire project. Thus, research design plays a crucial role in attaining the reliability of the results obtained, which forms the strong foundation of the entire process of the research work.

Despite its significance, the purpose of a well-planned design is not realized at times. This is because it is not given the importance that it deserves. As a consequence, many researchers are not able to achieve the purpose for which the research designs are formulated, due to which they end up arriving at misleading conclusions. Therefore, faulty designing of the research project tends to render the research exercise meaningless. This makes it imperative that an efficient and suitable research design must be planned before commencing the process of research. The research design helps the researcher to organize his/her ideas in a proper form, which in turn facilitates him/her to identify the inadequacies and faults in them. The research design is also discussed with other experts for their comments and critical evaluation, without which it would be difficult for any critic to provide a comprehensive review and comments on the proposed study.

### **Characteristics of a Good Research Design:**

A good research design often possesses the qualities of being flexible, suitable, efficient, economical and so on. Generally, a research design which minimizes bias and maximizes the reliability of the data collected and analysed is considered a good design (Kothari 1988). A research design which does not allow even the smallest experimental error is said to be the best design for investigation. Further, a research design that yields maximum information and provides an opportunity of viewing the various dimensions of a research problem is considered to be the most appropriate and efficient design. Thus, the question of a good design relates to the purpose or objective and nature of the research problem studied. While a research design may be good, it may not be equally suitable to all studies. In other words, it may be lacking in one aspect or the other in the case of some other research problems. Therefore, no single research design can be applied to all types of research problems.

A research design suitable for a specific research problem would usually involve the following considerations:

- i. The methods of gathering the information;
- ii. The skills and availability of the researcher and his/her staff, if any;
- iii. The objectives of the research problem being studied;
- iv. The nature of the research problem being studied; and
- v. The available monetary support and duration of time for the research work.