Practical Task 7

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Exercise II: Conceptualizing a study design (For quantitative studies)

A: Answers to the following questions will help you to develop your study design (Step II).

**1 Is the design that you propose to adopt to conduct your study cross-sectional,**

**longitudinal, experimental, or comparative in nature? If possible, draw a diagram.**

**depicting the design.**

*The design I propose to conduct my study is cross section in nature.*

**2 Why did you select this design?**

*My proposal involves exploring real world implementations, identifying the limitations or implications, and creating a foundation for further development of existing systems.*

**3 What, in your opinion, are the strengths of this design?**

*The strength of this design is:*

1. *In depth knowledge gain about current scenarios*
2. *identification of trends*
3. *space for finding generalized views about current scenarios.*
4. *a broad area for further research and development.*

**4 What are the weaknesses and limitations of this design?**

**Limitations:**

1. *hard to find comprehensive data of good quality for comparison.*
2. *Ethical considerations of the comparison is very important and very hard to tackle with*
3. *Making interpretation in terms of comparing existing models/design with heterogeneous environment (diverse domains and specification) is merely impossible.*
4. *Limited control and the future of research according to the study area chosen would make it more difficult.*

**5 Who constitutes your study population?**

1. *Users of the system, which is currently implemented,*
2. *Users of the developers and designers of who uses the technology selected for the implementation of real-world systems.*

**6 Will you be able to identify each respondent in your study population? (a) If yes, how will they be identified?**

*Two approaches have been selected and in thought process for processing with this.*

1. *Identify the contact details of people at DMU, who either study here or work part-time of full time in the field.*
2. *Spread a questionnaire on social media and free of choice to people to respond willingly to.*

**7 Do you plan to select a sample? In either case, explain the reasons for your decision.**

*Selecting sample is very important, because of the following reasons,*

1. *Cost effectiveness.*
2. *Managing the data at the time of data analysis would be easy.*
3. *To get more focused on the outcomes rather moving with time consuming process.*

**8 How will you collect data from your respondents (e.g. interview, questionnaire)?**

*Questionnaire is the way for approach would be considering for this study.*

1. **Why did you select this method of data collection?**
2. *Simple and flexible to distribute.*
3. *Analyzing output is easy.*
4. *Time saving process compared to others, especially Interviews.*
5. *Less costly compared to other methods in terms of output.*
6. **What, in your opinion, are its strengths and weaknesses?**

**Strengths:**

*As specified above*

1. *Simple to perform.*
2. *Cost is less.*
3. *Flexible and convenient.*
4. *Analysis of the data collected would be easy.*

**Weaknesses:**

1. *Outcome can’t be predicted,*
2. *Data quality might be less,*
3. *Response can be biased,*
4. **If you are interviewing, where will the interviews be held?**

*The place would be chosen depending on the participants’ convenience.*

**(d) If you are using mailed questionnaires:**

*The questionnaires should be having the following things:*

1. *instructions should be clear,*
2. *the person should be appreciated with any incentives or rewards,*
3. *it should be refined and unambiguous,*
4. *ethical considerations should be considered while writing the questionnaire,*
5. *Taking follow up should be important to be noted,*

**(i) From where will you obtain the addresses of potential respondents?**

*Mainly from the database of any institution or organization that is associated with the study focused on, or public domain specific records might be a source which can be approached.*

**(ii) Are you planning to enclose a self-addressed stamped envelope with the**

**questionnaires?**

*Yes. I think it is mandatory to be done in such a way, since it helps the participants to help to understand the importance of the response, and Genuity required.*

**(iii) In the case of a low response rate, will you send a reminder?**

*Yes. A polite way of reminding us about the importance and making a request for permission to take the follow up would be a best practice which I would like to take.*

**(iv) If there are queries, how should respondents get in touch with you?**

*For further information or clarification, the contact details, including email and phone number would be offered in the mail questionnaire.*

B: Based on the above information, describe your study design. (For further guidance, consult Chapter 8.)

*The study design uses cross sectional study design and the steps involved are as follows,*

1. *Purpose of Study:  
    finding real world implementation with NLP and finding the limitations and which would create a space eventually to create or extend new approaches or solutions to problems,*
2. *Population:  
   population includes the persons who interact with the existing systems and their responses take for further investigation.*
3. *Sampling:  
   Select sample of a certain population which would allow me to compare the whole implementations taken into consideration.*
4. *Data Collection Method:  
   It would be through questionnaires.*
5. *Data analysis  
   Group the data according to the criteria described and analyze the data according to the research questions formulated.*
6. *Ethics of the study:  
   Ethics and standards should be followed, including consent from people or authorities, confidentiality, and participants values.*