Practical Task 8

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

A: Answers to the following questions will help you in developing a roadmap for your research journey.

**1 In which geographical area, community, group, or population group would you like to undertake your study?**

*How NLP can influence the life of people is the study objective chosen for qualitative study. From this perspective, I would like to choose an educational system for data collection. I would like to chose De Montfort University for this purpose, since this university has been a place where we have people across the world from different countries and different cultures and different technical calibres.*

**2 How do you plan to get entry into the area, community, or group? Which network, if any, are you planning to use?**

*Since I have been studying here I have access to different clubs and community groups. Among which I can approach and seek favour for my study can be possible with several.*

**3 Why did you select this group?**

*The students in a university would be aware of importance of giving honest responses and the impact it could cause. So as an optimistic person, I would stick with this plan for data collection.*

**4 From whom will you gather the required information? (Who will be your respondents?)**

*The respondents are students here since it’s within the university. It is worth noting that the responses can be genuine and critical since students have the knowledge of state of art innovations and how to use those in their life to make things easy.*

**5 If you are gathering information from secondary sources, have you checked their availability?**

*Not Applicable*

**6 Have you checked the availability of the required information in them?**

*Not Applicable*

**7 If you are gathering information from individuals, how many will you contact?**

*As of planned, the number of individuals needed to be considered is atleast 100, from which may be sample population can be listed further while data analysis.*

**8 What will be the basis of selection of these individuals?**

*It is based on the responses received. We can’t assume that every individual would provide data for every question. So clarity of information received, the ambiguity exist, and the unanswered questions, and others would make the individual being rejected.*

**9 How will you collect the required information? List all methods that you plan to use.**

*Two methods are listed. One is* Interview, in which interviewing people in person who has more involvement in the society. Second one is Questionnaires, use of which would allow us to get data more conveniently from the students.